

**U.S.**

# RADIO

## RADIO

No Listeners  
In 24 Hours  
page 15

## WORKING ON RADIO

Percent of Banks  
Use Radio in 1958  
page 22

## STATIONS' RADIO PLANS

Week Programming  
Basic Trend  
page 26

## WHO LISTENS IN

Monitoring Unit  
Finds Equipment  
page 33



R. E. Krings

Reviser Plans  
Than \$2 Million  
Radio Budget

page 18



Toledo "HOOPERATINGS" prove this equation to be simple.\*

	WSPD	NEXT 2 STATIONS COMBINED
7:00 AM to 12 NOON	47.5	29.3
12 NOON to 6:00 PM	35.9	37.1

\*C. E. Hooper, Nov. - Dec. '57  
Share of Radio Audience

### STORER RADIO STATIONS

WSPD  
Toledo, Ohio

WWVA  
Wheeling, W. Virginia

WJW  
Cleveland, Ohio

WJBK  
Detroit, Michigan

WAGA  
Atlanta, Georgia

WIBG  
Philadelphia, Pa.

WGBS  
Miami, Florida

**WSPD** RADIO  
Toledo



NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940

SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498

www.americanradiohistory.com 111 Sutter Street, San Francisco, Sutter 1-8699

# A timebuyer's dream!

According to the Nov. '57 Pulse  
just released for Louisville

# WINN

has an average rating of

# 4.4

from 7 a.m. thru 10 p.m.

and never below a

# 3.0

For the full story of WINN  
Call your nearest Avery-Knodel office

*"One of America's Really Great Independents"*

# WINN

**LOUISVILLE, KY.—1240 KC.**

Glen A. Harmon, Vice President, General Manager

COOK COUNTY MOBILE HOMES

1000 - ICAH - STAR - TERRA CRUISE - PAN-AMERICAN - KOZY-NATIONAL  
October 1, 1957

Mr. Rudi Neubauer  
NBC-WMAQ  
Merchandise Mart  
Chicago, Illinois

Dear Rudi:

Concerning our current broadcast on WMAQ, Monday thru Saturday, 11:05 to 11:15 PM, I am pleased to report that Jim Mills is doing an excellent sales job for us.

As you know, radio has been our only means of advertising for the past six years and during that time we have grown from a very small organization selling just a few trailers a month to the largest mobile home dealer in the world with a 1956 sales report of way over a million dollars in volume and the sales of more than a thousand mobile homes.

Our association with WMAQ has been more than gratifying within the last few months there has been a definite uptrend in our sales. I firmly believe this is due to the nature of your audience as well as your clear channel coverage. We have been getting people into Cook County Mobile Homes from cities and towns to buy mobile homes that were never reached before.

We are also happy to report that the mail response on the Jim Mills Show has been a little short of phenomenal. In fact, we had so many requests for a book that we published about mobile homes that it was necessary to call the printer and re-order.

We find it a great pleasure doing business with WMAQ and hope our relationship with you and Mr. Mills will continue for a long time.

Sincerely,

*Joseph L. Antonucci*  
JOSEPH L. ANTONUCCI  
President

SUCCESS STORIES

WMAQ

CHICAGO

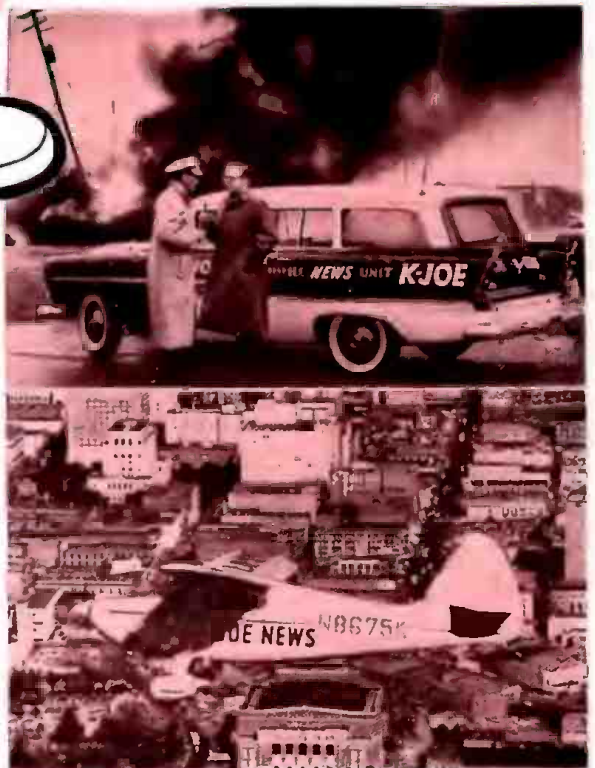
SOLD BY NBC SPOT SALES





gear  
alone  
does not  
"a reporter"  
make...

Short-wave mobile News Cruisers . . . Aerial News Cruisers . . . Roving Mikes . . . Portable topes . . . Beeper pick-ups . . . K-JOE has them all . . . BUT, we haven't overlooked the HUMAN ELEMENT. K-JOE has newsmen with real SAVVY! Men with sources . . . who can dig out facts . . . write . . . report intelligently. No teletype rippers here! The K-JOE News Center, under the direction of Joe Keith, is the largest, most complete news operation of any radio or TV station in this area. The old-fashioned newscasts have been replaced by the "running account" concept, with MICRO-NEWS bulletins anytime . . . KWICKIE headlines on the half hour . . . WEATHER-CHECK on the quarter hour . . . MARK "55" news five minutes before the hour . . . plus a continual flow of reports, on land, in the air, from the K-JOE Mobile news cruisers. For the ever-changing drama of NOW, folks in these parts KEEP posted to K-JOE.



**K-JOE**  
SHREVEPORT, LOUISIANA

REPS.: National FORJOE & CO.  
Southern CLARK BROWN CO.

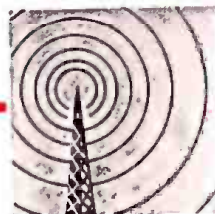
EXCLUSIVE NEWS FEATURE . . .

**K-JOE MICRONews**

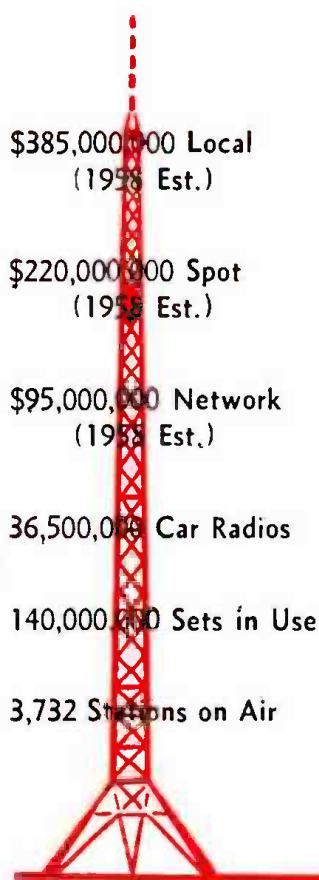
for instantaneous  
reporting



K-JOE NEWS is 82.4% sold out! A few choice availabilities do exist. Check with any Forjoe at Clark Brown Mon.



## Radio's Barometer



**Total Ad Volume:** Advertising revenue for all media in 1957 was up 5.3 percent over 1956 as compared to a rise of 14.3 percent for radio, according to *Printers' Ink*. A breakdown of the figures shows total local ad revenue up 3.7 percent, to local radio's 10 percent rise, and total national ad revenue up 5.3 percent compared with total national spot up 26.7 percent and total network up 5.8 percent.

**Spot:** Based on the official FCC figures for national spot radio for the year 1956, Station Representatives Association, through the Price Waterhouse Co., has revised the estimated figures for the first nine months of 1957 to a total of \$131,398,000, according to Lawrence Webb, managing director.

Total estimated figures for 1957, soon to be released by SRA, will show an increase of approximately 28 percent over official 1956 figures, Mr. Webb states. He also released an estimated revenue breakdown by product categories for the third quarter of 1957, adjusted to \$41,627,000.

Here's how the first 10 categories in gross dollar volume rank:

Category	Dollars	% of Total
1—Food and grocery products	\$8,758,000	19.6
2—Tobacco products and supplies	6,298,000	14.1
3—Automotive	4,655,000	10.4
4—Ale, beer and wine	3,399,000	7.6
5—Drug products	3,337,000	7.5
6—Gasoline and lubricants	2,947,000	6.6
7—Cosmetics and toiletries	2,272,000	5.1
8—Consumer services	1,540,000	3.5
9—Household cleaners, soaps, polishes, waxes	1,395,000	3.1
10—Confections and soft drinks	1,149,000	2.6
<b>TOTAL</b>	<b>\$35,750,000</b>	<b>80.1%</b>

**Networks:** Paul Roberts, president of MBS, announces that "Mutual has had a \$24,000 operational profit since Sept. 1957. Losses for the first seven months of the year, however, totalled \$680,000."

The CBS Radio Pacific Network, according to Maurie Webster, general sales manager, ended 1957 "in record fashion" with gross billings for the last three weeks totalling \$295,355.

**Stations:** Total stations on the air, both am and fm, rose again in January—to 3,732, up 15 over December:

	Commercial AM	Commercial FM
Stations on the air	3,195	537
Applications pending	395	39
Under construction	100	53

**Sets:** Total radio set production for 1957 totalled 15,427,738 units, with set sales totalling 9,721,285, the Electronics Industries Association reports. Radio production for November and December totalled 1,688,868 and 1,793,336, respectively. Unit sales for these months were 925,620 and 2,031,449, respectively.

# POWER

to  
penetrate!



POWER . . . 50,000 watts of it . . . PROGRAMMING . . . news and music all day long. That's the secret that's made CKLW such a powerful penetrating force for advertisers selling this region. Best buy for you, too.

ADAM YOUNG, INC., National Rep. J. E. Campeau, President

GENERAL OFFICES  
GUARDIAN BLDG., DETROIT

for buyers and sellers of radio advertising

# U.S. RADIO

FEBRUARY - 1958

VOL. 2 - NO. 2

## ... IN THIS ISSUE ...

<b>Car Radio Listening</b>	<b>15</b>
36.5 Million Radio-Equipped Cars Enhances Radio's 24-Hour Dimension	
<b>There's Radio for Budweiser</b>	<b>18</b>
Anheuser-Busch Spends More Than \$2 Million for Spot Radio	
<b>Banking on Radio</b>	<b>22</b>
78 percent of Nation's Banks Use Medium	
<b>NBC's Radio Plans</b>	<b>26</b>
Network Sees Trend To More Block Programming	
<b>Robert Hall Radio Use: Up, Up, Up</b>	<b>30</b>
Clothier Spends \$2 Million To Reach Customers on Wheels	
<b>The FTC Listens In</b>	<b>33</b>
Commercials Checked Closely As Monitoring Unit Expands	

## ... DEPARTMENTS ...

Airwaves	3	Radio Registers	43
Soundings	7	Report from RAB	44
Washington	9	Report from Representatives	45
Silver Mike	11	Report from Agencies	46
Letters to Editor	12	Report from Networks	47
Focus on Radio	36	Report from Canada	48
Hometown U.S.A.	39	Radio Ratings	52
Commercial Clinic	41	Names and Faces	54
Station Log	42	Editorial	56

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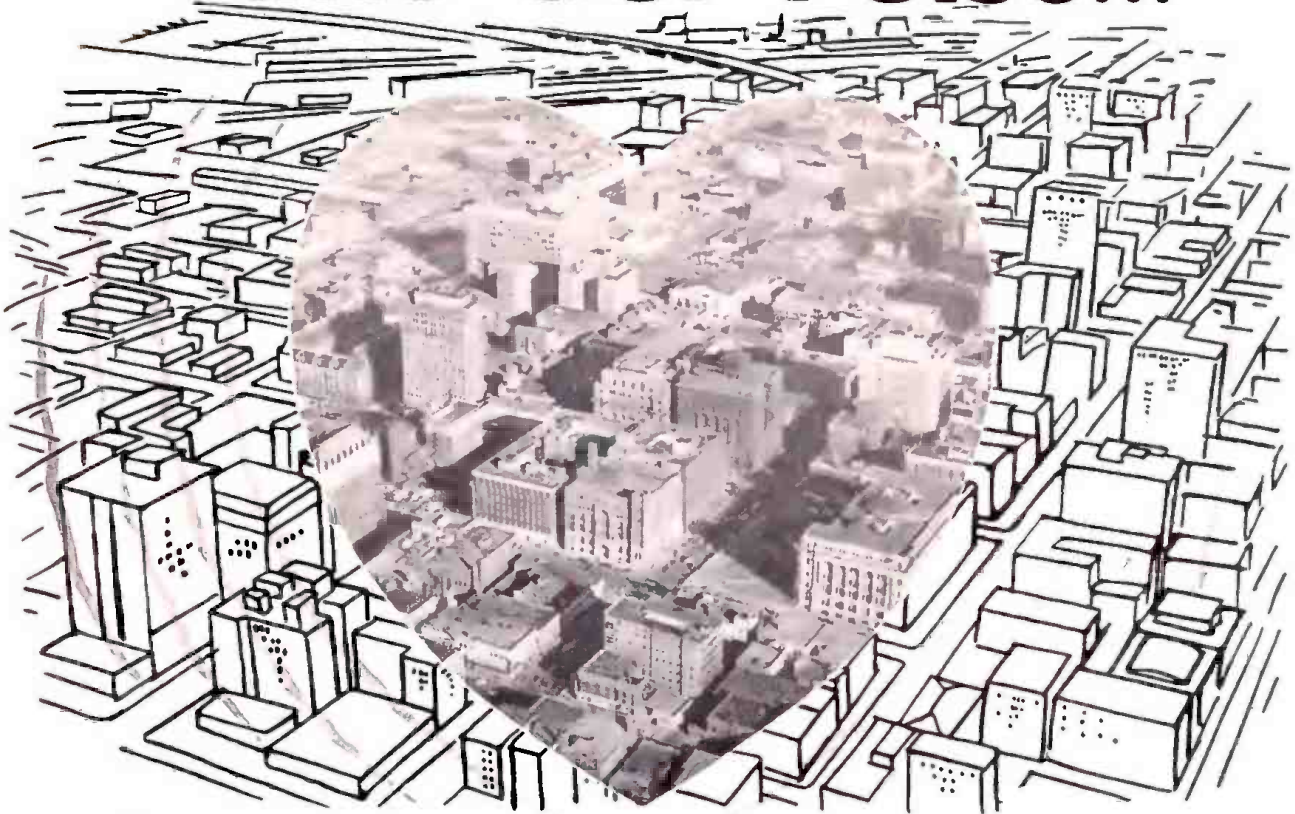
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# Take Our Pulse...



it's the Heartbeat  
of **OMAHA!**

<b>HOOPER</b>	<b>43.3</b>
Dec., '57-Jan., '58 8 AM-10 PM	share
<b>PULSE</b>	<b>7.1</b>
Dec., 1957 7 AM-6 PM	average rating
<b>TRENDEX</b>	<b>40.8</b>
Dec., 1957 8 AM-6 PM	share

All 3 Put KOIL  
in the  
**Winners' Circle!**

24 Hours  
A Day

# KOIL

Avery-  
Knodel  
Rep.

**A Vital Force in Selling Today's Omaha**  
with more than twice as many listeners as any other station

DON W. BURDEN—PRESIDENT



in all the world of radio  
this man is closest  
to the people of america

Some call him "disc jockey." Others prefer "personality."

Both designations are too limiting. He is more:

He is friend, companion, confidant.

He is teacher, counsellor, shopping guide.

He is entertainer, public servant.

He serves the housewife, the handicapped, those who toil by night.  
Apart from his air salesmanship, he is often a talent in his own right.

His audiences accept him as one of the family.

They write him; they hang on his words.

He has great responsibility.

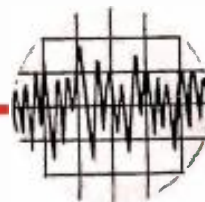
He lives up to it.

the storz stations salute  
the disc jockeys of america

*on the eve of the First Annual Pop Music Disc Jockey Convention  
and Programming Seminar, to be held under Storz Station  
Sponsorship, March 7-8-9, 1958, in Kansas City, Missouri*



# soundings



## Radio Set Sales Largest Since 1948

Radio set sales in 1957 had their biggest year since 1948, figures by the Electronics Industries Association reveal. Last year also represented the sixth highest year since commercial radio began in 1922, EIA notes (see *Airwaves*, p. 3). Transistor radios had a big year, too. EIA reports that 1.6 million transistor portables were sold along with 2.9 million transistor auto radios. With these sales, 49 percent of all portable radios, and 51 percent of all car sets sold were transistor equipped in 1957.

## WIP to Release Data On National Spot Advertisers

WIP Philadelphia, Pa., will make information available on the schedules of its national advertisers, Benedict Gimbel Jr., president and general manager, reports. The schedules will be available at the end of each year to advertising agencies in book form at \$25 per copy. Mr. Gimbel states that since everyone in the industry has been paying lip service for years to full disclosure of spot radio figures, he hopes other stations will soon follow WIP's example.

## McCannon Stresses Popularity Of Nighttime Radio

Donald McCannon, president, Westinghouse Broadcasting Co., reports that a survey shows that 29.7 million persons are listening to nighttime radio in a given week. This figure, prepared on a seven-day cumulative basis, does not include an additional estimated 25 percent of out-of-home nighttime listeners. If it did, Mr. McCannon told a seminar of the Radio & Television Executives Society in New York, the total nighttime radio listeners would exceed the 33.7 million homes watching television at the same time.

## Radio Campaign Planned For Champion Plugs

J. Walter Thompson reportedly is working on a new campaign for Champion Spark Plugs based on the idea that the best way to reach motorists is through radio. The agency has suggested a musical approach, and while several jingles have been written, no final decision has been made.

## MBS Backs Traffic Control Plan

In an effort to enhance radio's role as a constant companion for the motorist, Mutual Broadcasting System is backing a plan in Washington to gain Congressional aid in controlling traffic on superhighways. If it reaches fruition, governors of each state would be asked to release regular traffic information throughout the day to all news media.

## Report on Techniques Of Audience Measurement

A report on the basic techniques of measuring radio listening has been prepared by NAB. It also suggests experimental studies which might yield needed information. The report notes that one of the basic requirements of radio measurement today is obtaining out-of-home measurements that can be combined with in-home.

## Stanton to Receive NAB Keynote Award

Dr. Frank Stanton, CBS president, will receive the Keynote Award of the National Association of Broadcasters on April 29 in Los Angeles. Other winners have been Brig. Gen. David Sarnoff, chairman of the board, RCA; William S. Paley, chairman of the board, CBS; Mark Ethridge, publisher, *Courier-Journal* and *Louisville Times*, and Robert Kintner, formerly president of ABC, and now executive vice president, NBC.

# Bartell Group Family Radio Produces



# GRAND SLAM

All day . . . every day and Sundays . . . every rated quarter-hour gives KCBQ the biggest San Diego audience by a grand slam (Pulse, Oct.-Nov.) Another endorsement for the **Bartell Group trump card — FAMILY RADIO.**

Bartell Group programming in six major markets demonstrates how a general audience can be kept intact and growing by a continuous program service of broad acceptance. No audience fragmentation by willful slanting to special groups.

**Result: Advertisers always reach buyers.**

Double and redouble the power of your campaign in Bartell markets . . .

*Bartell It... and Sell It!*



THE  
**BARTELL  
GROUP**  
RADIO FOR FAMILY LIFE

- Kcbq**  
1170 in SAN DIEGO
- woky**  
920 in MILWAUKEE
- wild**  
1090 in BOSTON
- Krux**  
1360 in PHOENIX
- wyde**  
850 in BIRMINGHAM
- wake**  
1340 in ATLANTA

AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency



## Official 1956 Revenue Figures Show Radio Gain

When the many revenue figures of radio-1956 were finally computed by the FCC and released last month, total revenue for that year was established at \$180.6 million . . . a rise of six percent over 1955. The Commission, in its annual report on am-fm financial data, placed radio profits for 1956 at \$42.9 million, a seven percent increase over 1955.

## Signals Got Crossed In Moulder Inquiry . . .

The plot thickened. The House Legislative Oversight Subcommittee is in the midst of an on-again-off-again investigation that could drag on for months. Under the chairmanship of Representative Morgan Moulder (D-Mo.) the subcommittee was created to determine whether or not regulatory agencies—amongst them the FCC—were administering the law as Congress intended. But when Congress reconvened, the tug-of-war between two factions in the subcommittee became apparent. Rep. Moulder, backing his chief counsel Bernard Schwartz, announced that misconduct of FCC personnel would be reviewed in public hearings which began in late January. In a matter of days a revised agenda—the result of pressure from subcommittee members not in sympathy with the Moulder-Schwartz move—indicated that rather than pinpoint the shortcomings of the FCC, the subcommittee would take a general look at all regulatory agencies.

## . . . And the FCC Emerges As Prime Target

Again, in a matter of days, the hearings were back on the sidetrack with the publication of a “confidential” subcommittee staff report detailing allegations of wrongdoing in the FCC. The charges were serious and having appeared in print from an undetermined “leak” source they became a matter of public record and the men against whom they were filed must be heard out.

## Bricker's Network Rule Spotlighted Again

If Senator John W. Bricker (R-O.) has his way, this session of the 85th Congress will see the Senate pass his bill giving the FCC regulatory control over networks. He hopes for House passage, too, but should that not materialize, the bill will be in a front position for House action in the 86th Congress. Sen. Bricker, the ranking Republican of the Senate Interstate & Foreign Commerce Committee, chairmanned by Senator Warren Magnuson (D-Wash.), anticipates hearings will be held shortly but no schedule has been set.

## ASCAP-BMI Feud Moves Into Senate Hearing

An arm of this same Senate committee—the Communications Subcommittee—will tackle music licensing problems in hearings announced for March 11 on a bill to outlaw ownership by stations or networks in record companies and music publishing firms. The author of the legislation, supported by ASCAP and the Songwriters Protective Association, is Senator George Smathers (D-Fla.). It is Sen. Smathers' opinion that network ownership in BMI has created a monopolistic situation which is gradually edging ASCAP music off the air.

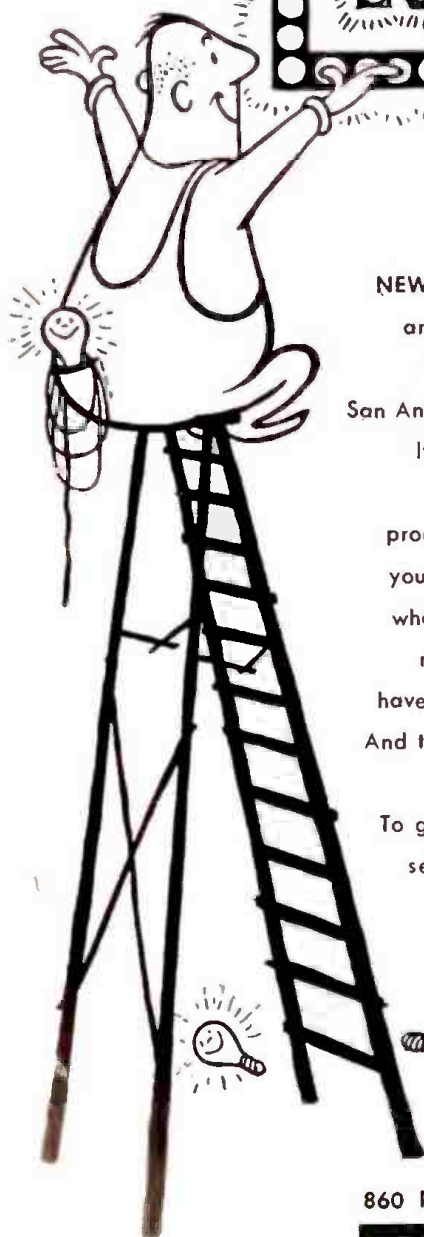
## Broadcast Legislation in the House & Senate . . .

A subtle threat to institutional advertising, the equal time issue and excise taxes have turned up in early legislation in this session of Congress. Two bills introduced in the House by Representative Lester R. Johnson (D-Wis.) have been labeled dangerous by the Advertising Federation of America. The bills would prohibit “certain types of advertising” from being deducted from public utilities' income tax. Representative Brooks



**NOTHING SELLS  
SAN ANTONIO  
LIKE**

**KONO**



**NEW PRODUCTS** and old favorites alike are delighted with the San Antonio market — when they're plugged on San Antonio's bright spot — KONO Radio.

If your product is good — it will sell on KONO — because KONO is programmed and beamed to appeal to young ideas . . . to fast-thinking people who aren't afraid of new ideas . . . new tastes . . . to young families who have new needs and new incomes.

And they LISTEN to the smooth, swinging salesmanship of KONO'S deejays.

To get your share of this big market — set a few bucks aside to prove our claim — then call your

**H-R Representative  
or Clarke Brown Man**

860 kc 5000 watts

**KONO**  
SAN ANTONIO **Radio**

washington (cont'd)

Hays (D-Ark.) has filed a bill which stipulates that to qualify for equal air time, candidates for the presidency or vice presidency must represent a party which polled at least four percent of the votes cast in the preceding election. The bill also protects broadcasters from court action resulting from "defamatory statements" made by a candidate on his station. Broadcasters, however, would not be allowed to censor political broadcasts. Stations using long lines facilities stand to gain from passage of a new bill authored by Representative Thaddeus M. Machrowicz (D-Mich). Legislation calls for the repeal of the 10 percent excise tax on communications services.

#### Radio Promotion Plans in Works at NAB

A radio film for group showing and a special radio promotional booklet for member stations are in the works at NAB. The latter is in the discussion stage with format, subject matter, etc., still not decided upon. But the film is underway. Although a shooting schedule has not been set a certain amount of stock footage will be used to trace radio's contribution to news and special events coverage. The film will run between 15 and 20 minutes in length. Approval of the projects was one action of a meeting of the Joint Boards of NAB at their recent conclave in Phoenix, Ariz., where a budget for the coming year of \$974,000 was voted by the board. That's \$22,000 more than the present budget. At least half of the increase is earmarked for public relations activity in which radio will share.

#### NAB Radio Board Votes for Radio Month

Among other significant NAB Radio Board decisions were:

- Supplant Radio Week with Radio Month starting May 1.
- Launch a study of the music copyright problem on that same date with an eye on Dec. 31, when current contracts between radio outlets and ASCAP will expire.
- Adopt an audio-visual symbol—long in the works—for use by stations subscribing to NAB's Radio Standards of Good Practice.

the *Silver Mike*



THIS MONTH:

MARION HARPER JR.

President of  
McCann-Erickson Inc.

*His Agency Among  
Top Radio Spenders*

Marion Harper Jr., president of McCann-Erickson Inc., one of the world's largest agencies, is an advertising leader whose faith in radio remains constant.

His agency ranks among the top four in radio spending, and has been steadily increasing its radio usage in recent years. In 1958 the agency will step up its radio buying still further, according to Mr. Harper.

"On the basis of plans already approved and others to be recommended, we are confident that our clients will make greater use of radio in 1958 than in 1957," Mr. Harper states.

Among the media advantages of radio, he cites these:

"Radio is especially attractive for the needs of many of our clients because it provides mass communications, low cost per thousand, budget and geographic flexibility, and other values that make it a high-impact medium."

Mr. Harper, who became president of McCann-Erickson at the youthful age of 32, found time during his spectacular rise as an executive to pen numerous articles on radio advertising and research for professional advertising and research journals.

He was born in Oklahoma City, Okla., on May 14, 1916, attended Phillips Andover Academy, Andover, Mass., and was graduated from Yale University in 1938. A year later he

joined McCann-Erickson in the copy research department.

During the next decade in cutting his pathway to the presidency, Mr. Harper gained great familiarity with the sound medium through posts as manager of copy research and director of research. He was then appointed vice president in charge of research and merchandising. Before he himself became president in 1948, he served as assistant to the then president, Harrison K. McCann.

During his tenure at the head of the agency Mr. Harper has emphasized the importance of a worldwide marketing concept to fulfill the potential of today's sales opportunities. He is convinced that the modern agency must be more "consumer-minded" than ever before, and that in charting public attitudes it should provide an extension of the client's own marketing information.

Flexibility in the face of changing conditions is one of the primary aims of Mr. Harper's approach to advertising. Radio is an important tool of this concept because of "its proved adaptability and imaginative response to changing market situations. Radio has a promising future based on its inherent strengths," Mr. Harper declares.

Since he became president of the agency nine years ago, McCann-Erickson has grown from 24 offices and 1200 employees, to 38 offices in 16 countries employing nearly 3,500 persons. • • •

the **only**  
**Buffalo**  
**Station**  
that can  
pass the  
**"Thruway**  
**Test"**



COMING EAST to the New York State Thruway, you pick up WGR RADIO loud and clear, way out in Ohio.

GOING WEST on the Thruway, you pick up WGR RADIO loud and clear, just past Syracuse.

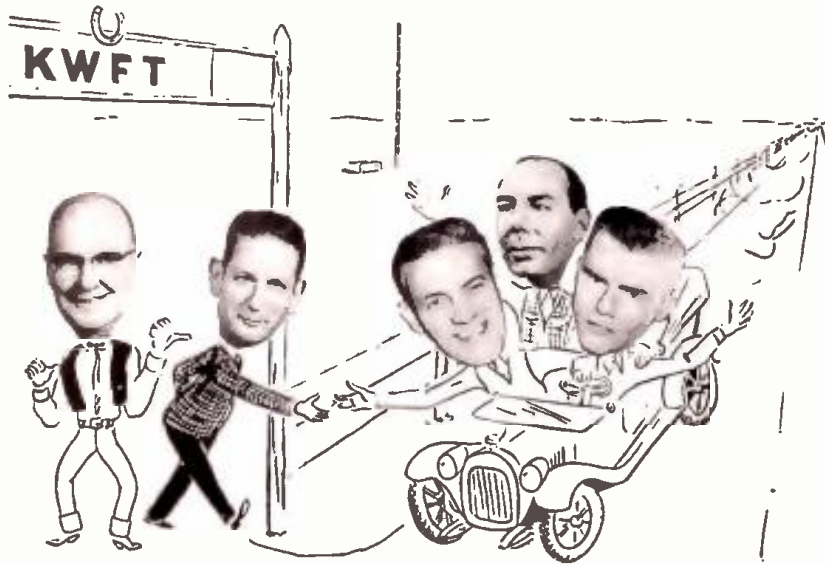
IF YOU WANT maximum coverage in the \$4 billion Western New York market (plus big bonus audience in Canada and on the Thruway) buy WGR RADIO. 1,000,000 homes... 1,000,000 cars.

ABC Affiliate. Represented by Peters, Griffin, Woodward, Inc.

**BUY**  
**WGR**  
**RADIO**  
BUFFALO'S FIRST STATION

**T** SYMBOL OF SERVICE  
**C** A CONTINENT STATION  
WROC-TV, Rochester • WGR Radio, WGR-TV,  
Buffalo • WWSA Radio, WWSA-TV, Harrisonburg

## LETTERS TO



### LOOK WHAT BLEW IN FROM KANSAS...

... to help run KWFT... my old sidekicks... Homer Cunningham, program director... Lew Diekensheets, assistant manager... and Dave Dary, news director. Greeting them is Les Pierce, sales manager.

If you know these guys, you know why I snared them... they're the greatest!

The mug at left is me, Ben Ludy... proud new prexy of KWFT. We bought this station for its fantastic coverage... 1/2 mv/m radius of nearly 250 miles... in the rich Southwest.

It's a great station... and getting greater! A big value for your ad dollar... and getting bigger! Your H-R man has all the dope.

LOW  
FREQUENCY

MAXIMUM CONDUCTIVITY

**KWFT** Call Your  
H-R  
Man

**620** kc -- Wichita Falls, Texas

### On Commercials

It would seem that both the Emil Mogul Co. and Smith, Taylor & Jenkins introduced the technique of integrating live and canned commercials at about the same time. (See *Commercial Clinic*, Jan. 1958.)

I'm sure that Mogul had no knowledge of the fact that we were preparing commercials along these lines, and I assure you that we had no information regarding their activities.

It's just one more bit of evidence to prove that ideas are conceived almost simultaneously in widely separated parts of the country.

Leslie B. Sterne  
Radio Director  
Smith, Taylor & Jenkins Inc.  
Pittsburgh, Pa.

### Car Radio

Congratulations. Just what the radio industry has needed for some time... an exclusive magazine with a format that's great. Keep it up.

Also, would like to comment on the Mobile, Ala., study you credited us with. (See *Soundings*, Dec. 1957). We are not at this time scheduling a Mobile study, but would like to add that it caused quite a stir, as we received quite a number of inquiries that could only be directly traced to U. S. RADIO. I might mention that Auto Radio Surveys will not release any study dates, as we stress a secret period for gathering our field information.

Hugh Riker  
President  
Auto Radio Surveys  
Albuquerque, N. M.

### Farm Figures

In the December issue... there was an article using figures from a recent survey done by the National Association of Television-Radio Farm Directors on farmers' listening habits.

Would you be good enough to send me this survey?

R. D. Monson  
Feed Supplement Advertising Manager  
Chas. Pfizer & Co. Inc.

### Silver Mike

I was delighted to find that I had been singled out for your Silver Mike award and am looking forward to receiving the statuette.

You were most complimentary in your story. I just hope that I will be able to live up to some of those accolades.

Don McNeill  
Breakfast Club  
Chicago



# THE EDITOR

## Canada

... I can't tell you how delighted we in the broadcasting business have been and are with the type of material and alert reporting that is being conducted within the pages of your periodical. I am only a little sorry that you can't change that "U.S." to "U.S. and Canadian Radio."

**Stuart MacKay**  
General Manager  
All-Canada Radio Facilities Ltd.  
Toronto

We were all impressed with your column, "Report from Canada," on the Bureau of Broadcast Measurement. It was excellent.

**Charles C. Hoffman**  
Executive Vice President  
Bureau of Broadcast Measurement  
Toronto

## Fresh Articles

I have just finished reading an issue of your magazine. The articles were interesting and the general theme was nice and fresh. . . . it's fine to see a publication devoted exclusively to this medium.

**Elvin Feltner**  
Production Manager  
WHIS Bluefield, West Va.

## Useful

Long overdue congratulations are in order for U. S. RADIO. We've found it useful. Keep up the good work . . . it's needed in our industry.

**George Gothberg**  
President  
WFPA Fort Payne, Ala.

## Response

Your recent issue had a feature on Eye & Ear Inc. . . . I would appreciate it if you would forward the enclosed letter to their Mr. Kayne. I am sure he will be interested in knowing we read about him in your excellent magazine.

We read it from cover to cover and always get more than one worthwhile idea from it.

**Harvey M. Clarke**  
Promotion Supervisor  
CFPL London, Canada

## For Radio

We at WBRK would like to congratulate U. S. RADIO on your initial issues. We feel that radio, with over 3,700 am and fm stations should have a publication of, by and for radio.

**Walter Kearsey**  
General Manager  
WBRK Pittsfield, Mass.



## TIME BUYERS LIGHT UP OVER NORTHERN OHIO'S HOTTEST STATION - KYW RADIO

KYW is hotter than a 5-alarm fire, and ALL the ratings prove it! Latest Nielsen shows KYW with 134% more audience than the next two Cleveland stations, 6 AM to Midnight, 7 days a week!

Latest Hooper places KYW 1st in highest share of audience, 7 AM to 6 PM, Monday through Friday!

Latest Cleveland 17-County Area Pulse, covering 1,028,000 homes, shows KYW 1st in every 1/4 hour, Monday through Friday!

KYW is always kindling listener interest and buyer action. Right now, our "winter heat wave" promotion has the whole town talking! Without KYW, you're missing the hottest selling force in Cleveland and all Northern Ohio. Call KYW's Sales Manager, Ed Wallis and he'll start putting the heat on for you!

**KYWradio / cleveland**

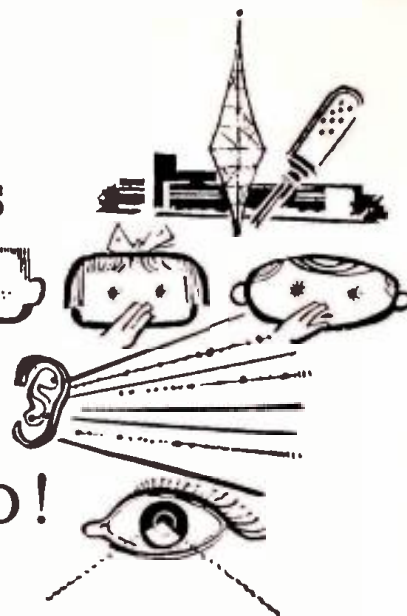
Represented by Peters, Griffin, Woodward

Westinghouse Broadcasting  
Company, Inc.



**modern adage for time buyers . . .**

radio stations  
unlike children  
should be heard  
and seen, too!



*and that's why wherever you go in  
the Detroit area . . . from downtown towers  
to suburban streets from busy traffic inter-  
sections to crowded shopping centers  
you'll find WXYZ broadcasting from mobile  
trailers and permanent booths where your  
product is displayed to  
catch their eye on the way to buy!*

**wxyz • radio detroit**

*"Detroit's Most Mobile Station"*


**Represented Nationally by John Blair & Co.**



## Car Radio Accounts For Up To 55% Of Total Listener Audience At Peak Times



# Car Radio: A 24-Hour Dimension In Listening

 For America on wheels, car radio is adding a new 24-hour dimension to radio listening. With more than 36.5 million radio-equipped cars, there is hardly a time of the day when auto tune-in is not a measurable factor.

During the course of the week, the level of listening can be as high as 55 percent of the total radio audience. Generally, the car audience accounts for between 25 and 50 percent of the radio audience during

normally heavy driving hours of the week.

The importance of auto listening to the advertiser is clear. This segment of the audience is no longer just a bonus to regular listening. It's an integral and identifiable portion of the total audience. In addition, listening in cars has several unique properties of its own. The driver-listener, as he hears the groan of his engine under the hood, is an ideal market for automotive and auto ac-

cessories' advertising pitches.

Just as pertinent is the fact that this listener is on his way past numerous roadside shopping centers in this era of de-centralized retailing. In addition, he may also be on his way to city shopping from a suburban residence.

An evaluation of car radio by one of the larger national advertising agencies is given by Arthur Pardoll, broadcast media supervisor at Foote, Cone & Belding Inc., New York. He





At press time: *Auto Radio Surveys* has announced it has joined *C. E. Hooper Inc.* as a division. Below is the first report on how *Auto Radio Surveys* operates.

says, "Particularly for our automotive accounts we find car radio important. We estimate it as about a 25 percent factor during peak hours."

And a broadcasting executive, Dr. Tom Collin, director of research for NBC, states, "Car penetration is increasing with more leisure time. It is a growing factor on the radio audience."

Today's car penetration—36.5 million auto radios—enables advertisers to reach more than 65 percent of the nation's households. The number of receiver-equipped cars has been a markedly growing factor for more than a decade—and a major reason for the mushrooming of auto listening.

In 1946, there were 7.5 million car radios. In 1956, there were 35 million. This is a 366 percent increase for the 10 years, according to RAB estimates.

The number of new cars sold with radios also has been on the upswing. In 1954, 81 percent of new cars were radio equipped. In 1955, it was 83 percent and in 1956 it was 86.2 percent. A report soon to be released

by RAB will reportedly show that in 1957 about 90 percent of new cars were sold with radios.

The great advertiser interest in car listening has sparked a chain of research throughout the radio industry. Some of the developments along these lines are:

- The creation of a research firm, Auto Radio Surveys, devoted exclusively to the measurement of the car and out-of-home audience. This firm, headed by Hugh Riker, expects to be in 100 markets by April 15. (At press time, ARS announced that it had become a division of C. E. Hooper.)
- The Hooper firm hopes to be able to offer in six months an electronic method of gauging car listening and car sets-in-use. Up to now, Hooper has been using the personal coincidental technique at intersections in taking special measurements of radio listening. The other major rating services have been active, too. Pulse has been providing an out-of-home measurement through its interview tech-

nique for almost 10 years. And Nielsen has been using a recorder attached to the car radio in conjunction with an audilog kept by the driver.

- On the national level, both the networks and representatives have come up with considerable data on various aspects of car radio. Mutual Broadcasting System has gathered information from state turnpike authorities which shows that traffic on these super roads is distributed throughout the day, with late-night and early-morning car passage accounting for a sizeable share of total traffic. CBS has done a study showing that as long as people are driving, they are listening. And NBC has measured the car listening factor for *Monitor*, a program it feels is particularly aimed at people on the move.

#### Politz Studies

- Among the representatives, the Henry I. Christal Co., along with some of its stations, has employed the Alfred Politz research organization for several years to measure the total radio audience. The findings as far as car listening is concerned are quite significant. In fact, the latest survey, due to be released soon, is understood to show the car audience as a very integral part of total listening, especially at certain times of the day.
- Along the lines measuring radio as a medium, the Robert H. Sindlinger Co., business analysts, has been measuring the radio audience since Oct. 1954 and expects to issue a final report in a couple of months. The firm estimates that car radio accounts for up to 35 to 40 percent of the total audience.
- On the local level, many sta-

### INCREASE OF CAR RADIOS (MILLIONS)



tions have gauged the size of their car radio audience. Such things as traffic flow charts and information on peak driving hours are being used by stations.

Of particular interest to advertisers and their agencies is the amount of time Americans spend listening to their car radios. It is estimated that over an entire week—on a 24-hour basis—about 75.6 percent of families who own radio-equipped cars listen to them. Pointing up the round-the-clock nature of car listening, it is noted that more than 56 percent of these families listen during such hours as 6 p.m. to midnight, compared with more than 69 percent from noon to 6 p.m.

### Listening Hours

Moreover, the average family with an auto radio spends 6 hours and 52 minutes a week listening. As for audience composition, men dominate. During the average week, on a quarter-hour basis, 51 percent of the car audience is men, while 27 percent is women from 6 a.m. to noon. The remainder are teenagers and children.

In addition to the build-up car radio has received from the number of new autos sold with receivers, the figures on cars traded in are just as pertinent. It is estimated that 77.1 percent of all cars that were traded in for new 1956 models were radio equipped.

Since 1955, there has been a rash of activity aimed at learning more about car listening. One of the most recent developments has been the

### Car Audience: Around-the-Clock Potential As Indicated by Toll Highway Revenue

	% of total revenue
West Virginia Turnpike 6 p.m. to 4 a.m.	40.3
Oklahoma Turnpike 6 p.m. to 4 a.m.	34.24
Garden State Parkway 6 p.m. to 4 a.m.	37.5
Kansas Turnpike 2 p.m. to 10 p.m.	50.0

organization of Auto Radio Surveys, headed by Hugh Riker, a former ad man. The firm has been in business since last August and already has conducted surveys for 35 stations in 10 markets. It hopes to be able to offer its service to networks by April 15 when it expects to be in 100 markets. Up to now, Mr. Riker has headquartered in Albuquerque, but beginning this month he has set up his main office in New York.

Mr. Riker's firm will not conduct a survey in a city unless two stations or more sign for the service before the survey begins. This is done for reasons of sharing the cost as well as giving the results added recognition. When the results of the survey are tabulated, Mr. Riker asks the stations not to use them for anything but promoting the commercial value of the size of the car audience. His wish is that stations do not use the results to promote their operations in the same way as they use

standard audience ratings.

Auto Radio Surveys has conducted car radio measurements in Denver, Colo.; Ft. Worth, Dallas, Amarillo and Lubbock, Tex.; Shreveport, La.; Jackson, Miss.; Tucson and Phoenix, Ariz., and Albuquerque, N. M.

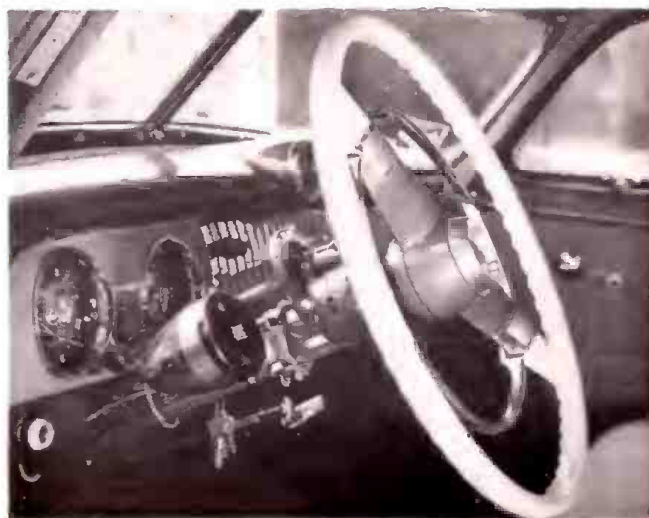
Part of Mr. Riker's method is highly confidential—the method he uses to gauge total car sets in use. The other part of the survey—dealing with share of audience, audience composition and general characteristics of car listening—is accomplished through personal coincidental.

In the Dallas survey, for example, 15 to 20 interview locations were set up in shopping centers. Another three to five locations in industrial parking lots and two to three points at downtown parking lots.

Another feature of ARS is that it can measure the audience by make


Cont'd on p. 50

*Nielsen measures car radio  
by installing a recordimeter.  
The driver keeps an audilog, too.*



Anheuser-Busch — a top beer producer — is spending more than **\$2 million** on national spot radio this year .... proving

## Where There's Radio

 Anheuser-Busch Inc., St. Louis, Mo., one of America's top beer producers last year, is earmarking over \$2 million for radio in 1958—after entering the medium extensively for the first time on a national basis in 1957. The amount allotted to radio is already approaching 20 percent of the company's ad budget estimated at \$12 million.

The brewery used national spot radio extensively last year, and, according to Anheuser-Busch's advertising manager, R. E. Krings, "We now consider radio as an integral part of our campaign to build our product image in the minds of our consumers."

The brewery's radio expenditures in 1957 put Budweiser on the air over 292 stations in 178 markets, ac-

ording to Mr. Krings, who states that 1958's schedule will cover approximately the same territory. "The markets in which we use radio give Budweiser approximately 91 percent of its sales volume," Mr. Krings states. "At the present time we are in spot radio exclusively."

Although Anheuser-Busch is one of the industry's latest converts to the senior air medium, the company



R. E. Krings, advertising manager



Harry W. Chesley Jr., D'Arcy pres.



John C. Macheca, account exec.



# There's Bud



is already spending more money in radio than any other brewery, according to a report issued by the Radio Advertising Bureau.

In its first big plunge into national radio since the early 1930's, Anheuser-Busch has gained recognition in the broadcasting industry for its clever commercials—notably, "Where there's life . . . there's Bud."

On the advice of D'Arcy Advertising, St. Louis, the "Where there's life . . ." theme will constitute the only commercial approach for Budweiser's 1958 radio schedule.

"Now that we are back in radio on a large scale, we are working to create an image of youth, vitality and quality for Budweiser," says H. Robert Thies, account coordinator at D'Arcy. "Our 'Where there's life . . . there's Bud' commercials were pointed in this direction last year, but conveyed a more relaxed mood than the variations we plan this year."

Robert E. Johnson, head of D'Arcy's radio-television creative department, who developed the jingle last year, states that the agency's 1958 variations could well be

summed up by the phrase "Bud with a beat," and will include at least 10 new, "lively" versions. The agency does not expect to repeat any of last year's 22 variations.

Mr. Thies states that the new versions will be aired at the rate of 30 to 150 spots per week in a given market. The pattern will be three weeks on and one week off in some markets. Minute commercials will predominate, but there will be a considerable number of 20-second and 10-second spots bought.

"Because Budweiser is a premium priced beer that never goes on sale, and which is never involved in giveaways or 'deals,' it is a very difficult thing to judge the impact on sales of any given medium. We use all media in our major markets, and when sales go up, we feel that the component parts of our advertising are paying off. Radio is one of the primary components," Mr. Krings says, "and we are very pleased with it."

"Our management, our field sales organizations, our 951 wholesalers and their men are all very enthusiastic about radio. In fact, I might

say that their appreciation of it has developed into a tide of approbation."

Anheuser-Busch's wholesalers, Mr. Krings points out, were instrumental in the company's rediscovery of radio on a local and regional level after World War II. The wholesalers, who may advertise independently of the parent company if they wish, were buying radio time in their own districts and petitioning D'Arcy for commercial copy. (About 30 percent of the wholesalers elect to supplement the manufacturer's advertising budget with their own funds.)

"The wholesalers' use of radio accounted for one phase of our revived interest in the medium," Mr. Krings says. "Another reason was the purchase of the St. Louis Cardinals in 1953 by our president, August Busch Jr. This led us into the regional sponsorship of the baseball broadcasts on radio."

One of the major causes of Budweiser's return to national radio since the 1930's was an increase in production.

"After the repeal of prohibition Anheuser-Busch was not able to sup-



ply the demand for its beer," Mr. Krings states, "and the use of radio would have only compounded our problem."

When war broke out metal shortages cut down on the production of beer cans and bottle crowns, thus reducing Anheuser-Busch's already insufficient output still further.

It was not until the company's west coast plant was completed in 1953 that the supply of Budweiser began to meet the demand, according to Mr. Krings.

"During those years of shortage the company's advertising budget was sparse, and we advertised principally in magazines," Mr. Krings explains.

"Early in 1953 St. Louis was face to face with the prospect of losing the Cardinals baseball team. Mr. Busch stepped into the civic crisis with an offer for the club that kept the Cardinals in St. Louis and paved the way for a welcome reunion be-

tween Budweiser and radio. By the opening of the 1951 season Budweiser was airing the Cardinals' games on a full sponsorship basis over approximately 100 radio stations in the Midwest," Mr. Krings says. "We also sponsored the games of eight minor league Cardinal farm clubs in other parts of the country. These programs increased our expenditures for radio some 2,000 percent over the previous year. To further bolster radio coverage we added a network show with Bill Stern doing a sports program across the board on 332 stations of ABN (then ABC)." (This show went off the air in 1955.)

The sports sponsorships were so successful that the brewery began to expand its radio use to include spot on a national basis. "But this did not achieve significant proportions until plans were being drawn up for 1957," Mr. Krings says.

When Budweiser began to go into

national spot, the company's lower priced beer, Busch's Bavarian, took over the Cardinal sponsorship. Busch's Bavarian has been on the market since 1955, and is distributed within a 350-mile radius of St. Louis. Production of the two beers made Anheuser-Busch probably the number one beer producer in 1957, with a total output of 6,115,762 barrels, according to Mr. Krings.

#### Early Radio Use

Anheuser-Busch, among the first in the industry both in beer production and in radio expenditures today, was also one of the first breweries to use radio when the medium was in its infancy.

The company's radio history goes back to 1929 when August Busch Sr. "created an acute case of jitters at D'Arcy" by deciding to use the brand new medium to advertise Anheuser-Busch's malt syrup product,



H. Robert Thies, D'Arcy's Budweiser account coordinator.



Russ David, arranger (left), and Robert Johnson, writer.



Budweiser commercials have won two Radio Advertising Bureau Inc. awards.

Mr. Krings explains. (The then 77-year-old brewery had been forced to switch over to that non-alcoholic beverage to stay in business during prohibition.)

### Sales Went Up

Mr. Busch selected a performer named Tony Cabooch to sell the malt syrup. Mr. Cabooch, a dialectician, constituted a one-man show. As time went on and sales went up, D'Arcy and Mr. Busch decided that Tony was good enough to put on the CBS network. In those early radio days, just as now, advertisers had many ways of checking the size of the audience.

Mr. Busch, to support his judgment, insisted that listeners be asked to send in malt syrup labels to provide a measurement of the audience. "Mountains of labels came in," Mr. Krings says, "but it was then 1933 and legal beer was on the way in, and malt syrup and Tony Cabooch

were on the way out."

After prohibition was repealed, Mr. Krings recalls that "many breweries scrambled to get into radio. Anheuser-Busch felt, on the other hand, that it would be inadvisable to rush into an intimate, personal medium like radio to sell beer, so close upon the heels of prohibition. We were fearful of an adverse reaction on the part of the public. We wanted to give people a chance to become accustomed to the fact that beer was again part of their lives. As a result we stayed out of radio nationally until 1956, when D'Arcy originated our first musical commercial."

### Commercial Award

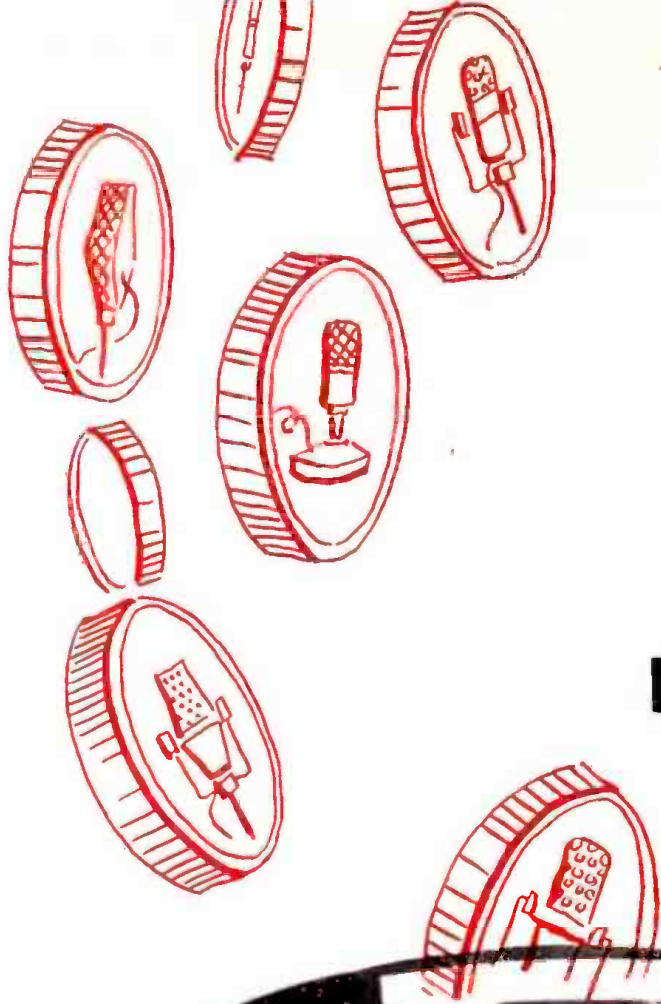
The 1958 musical radio campaign is the third created for Budweiser by D'Arcy. Both previous series, those of 1956 and 1957, won the Radio Advertising Bureau's "Golden Disc" award as outstanding commercial campaigns.

In addition to Messrs. Johnson and Thies, an equal share of the credit for Budweiser's radio success goes to D'Arcy's president, Harry W. Chesley Jr., who is also Budweiser account supervisor, and to John C. Macheca, vice president and Budweiser account executive, who has been working on the sales campaigns of the brewery since 1919.

### Selling Wallop

"Radio is for those advertisers who know that radio commercials can be good listening and can deliver a selling wallop at the same time," Mr. Krings concludes. "We've proved that to ourselves at Anheuser-Busch: we know that this medium offers rich rewards to ingenuity in the presentation of ideas, and we know that, beyond the over 100 million radio sets in circulation, millions on millions of new radios are sold every year because people want to listen." • • •





# Banking



Among the more than 350 banks included in the U. S. RADIO sampling, these were the programs or spots preferred:

"Traffic-hour" newscasts  
 Noon newscasts  
 High school and local sports originations  
 Late-evening news  
 Weather and time spots  
 Sports newscasts  
 Music shows

## on Radio

*More than 78 percent of America's banks are using radio in greater proportion. Programs with public service aura dominate usage.*

The nation's banks will depend more on radio in 1958 than ever before to reach their prospective customers. This trend is revealed in U. S. RADIO's nationwide sampling of banks and stations.

It is estimated that more than 78 percent of America's banks will use radio in 1958.

The Texas Bank & Trust Co., Dallas, for example, is increasing its radio use by 200 percent for 1958. It has been spending at the rate of \$40,000 a year.

The First National Bank of Portland, Ore., which had 30 percent of its 1957 advertising budget in radio, will use 35 percent more this year. The First Western Bank & Trust Co. of San Francisco adds 10 percent more radio to 1957's 15 percent.

An overwhelming preference by banks for the "traffic hours" of 7-9 a.m. and 5-7 p.m. is revealed in U. S. RADIO's national sampling.

Bank executives, among the regular users, are almost unanimous in their preference for these times. For example, the First National Bank of

Boston, a radio advertiser for 27 years, uses programs only in the 7:30-8 a.m. time period. The bank shows its faith in the medium with a \$50,000 yearly outlay, 20 percent of its total ad budget.

The Provident Tradesmens Bank & Trust Co. of Philadelphia, Pa., with an annual radio expenditure of \$30,000, insists on 7:30 a.m. and 5:30 p.m. programs.

The same periods are utilized by the Indiana National Bank of Indianapolis, which spends \$28,000 a year, and the First National Bank of Atlanta, Ga., also in the \$28,000 group. A minority of institutions, like the Bowery Savings Bank of New York, with \$50,000 yearly in radio, states no time preference for its announcements.

Explaining his agency's big buy for the Portland Savings Bank on WGAN Portland, Me., Arthur Stavros, president of Orr, Pope & Moulton, Concord, N. H., says:

"When we first explored the advertising needs of the bank we were faced with the paramount question: What medium will most help the bank 'catch up' to the efforts of com-

peting savings institutions, maintain constant identity of the bank in the public eye, and then proceed to build new deposits?

"The problem was further complicated," he notes, "by the fact that two jobs had to be done—selling the bank services and promoting good will in the institutional sense—and both on a limited budget.

"We chose daytime and nighttime radio to help solve the problem. We believe we have made a good beginning in selling services and in institutional advertising for the bank."

Banks in almost all cases stick to programs or adjacencies to programs which have an aura of public service. News is the heavy choice, along with time signals, weather and sports shows. Many sponsor originations of local sporting events, especially high school football and basketball.

Typical is this comment by L. S. Armstrong, president of the St. Joseph Valley Bank of Elkhart, Ind., a 15-year client of WTRC: "Covering sports, news, and other major events, we have made radio the major expense item in our budget.

"It is certainly my feeling that the



dollars spent in radio have been far and away our most productive in both direct and intangible benefits. This low-cost, high-return medium is certainly the real leader for an organization such as ours."

Banks using "traffic time" newscasts pitch their messages to the head of the household on his way to and from work, or those catching up on the latest developments at home. These times are often utilized to announce low-cost loan plans for homes, autos or vacations, the U. S. RADIO survey shows.

The noon news reports, plus time and weather spots throughout the day, are usually aimed at the lady of the house. Special checking accounts to help her in paying bills and savings plans such as the Christmas Club are advertised at these times.

The messages during high school basketball and football originations, usually at night, advise the whole family on the values of savings accounts and thrift plans.

Results of U. S. RADIO's study indicate that radio success stories are the rule rather than the exception with banks. In McKeesport, Pa., for instance, the First Federal Savings & Loan Assn. sponsors a regular local

newscast, local basketball games and employs occasional spot announcements over WMCK and WEDO. In only four years of operation, according to the bank's manager, volume is three times greater than his most optimistic estimates. He credits the results to radio.

Many new banks credit radio with their initial success. When the First Federal Savings & Loan Assn. began operations in Dec. 1956 at Summerville, Ga., its only form of advertising was four spots a day over WGTA. In two months these spots, designed for investment rather than loan, brought in more than \$200,000 in local money. Another First Federal recently opened in Moscow, Ida., credits almost all of its early savings accounts to radio spots.

Banks generally count on radio, the survey shows, to announce new features and services. When the First National Bank & Trust Co. of Corning, N. Y., introduced the "Auto Teller" automatic depositing device, it used WCLJ for all advertising. The bank credits the announcements for increasing customers nearly 200 percent in 10 days.

In a two-year period, the Litchfield National Bank reportedly rose

from third place to first in Litchfield, Ill., after putting 100 percent of its ad budget into WSMI news shows.

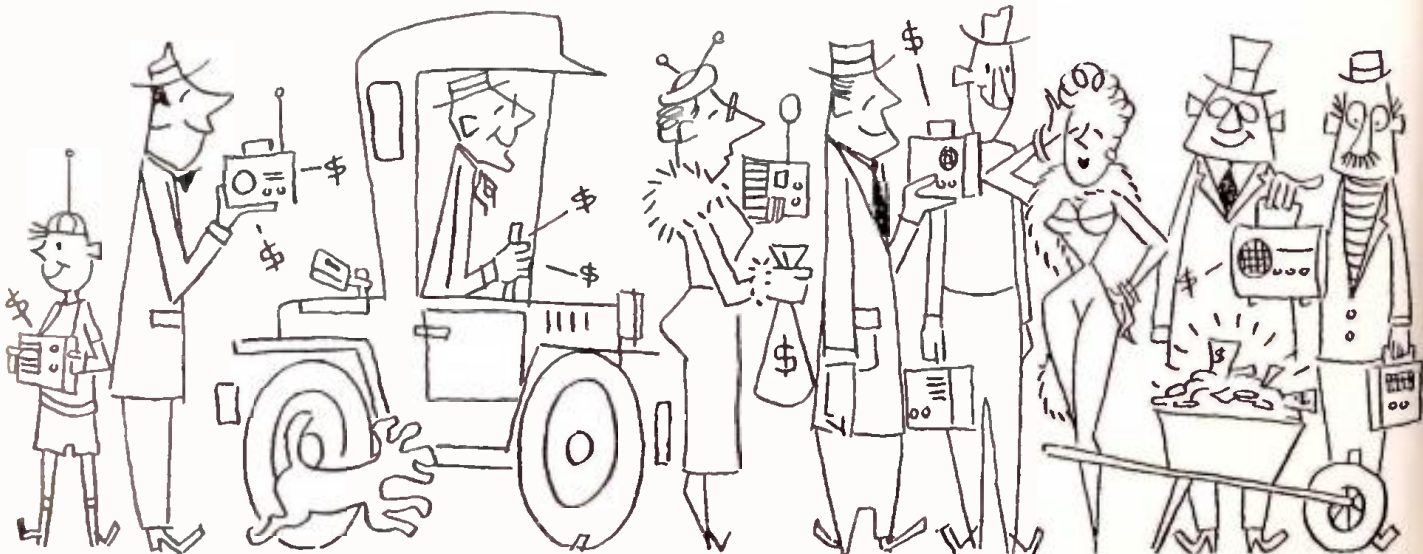
In Bradenton, Fla., WTRF handled a promotion for the Palmetto Federal Savings & Loan Assn. promising a gift to new depositors. The promotion, originally scheduled for the entire month of January and for repetition in July, was cancelled after two weeks when gifts ran out.

Many stations have the problem of serving more than one bank. Alert sales managers have approached institutions based on the individual advertising job required.

An example is WATO Oak Ridge, Tenn., which lists three banks as advertisers. "We had three different approaches to these institutions," the station reports. "First, the Hamilton National Bank. It is a large institution and we used their slogan, 'There is no substitute for soundness,' as a basis for all copy.

"The second, The Bank of Oak Ridge, is a hometown bank. We have used its designation as 'The Friendly Bank' to good advantage. For the third, the Home Federal Savings & Loan Assn., we stressed the fact that they pay a large percentage on savings.

"Each one is selling its own strong points and each one fills the needs of its potential customers. Each has been successful; and they have been





with us for a combined total of 17 years."

Even in the biggest cities there is an opportunity for smaller banks to get a "hometown" following. Using Negro and foreign language radio stations, neighborhood banks have found they can reach their public with radio.

WWRL New York, which broadcasts in Spanish, German, Czechoslovak, Russian, Polish, Ukranian, Greek and Syrian, has several bank clients beaming messages to specific groups.

For example, The Fourth Federal Savings & Loan Assn., located in a Czech and Slovak community around New York's First Avenue, has advertised on the station's Czech program since 1936, using spots initially and then switching to five-minute periods.

And a bank located in the German-American section of Brooklyn, the Home Federal Savings & Loan Assn., sponsors a half-hour weekly show in that language. Commercial copy in each case is very brief, stressing the importance of saving for a "rainy day."

Foreign language stations report that as a rule listeners are exceptionally loyal to local advertisers. This is true also, stations say, of most advertisers who remain on a constant schedule year in and year out, once sold on the pulling power that their

messages can achieve on radio.

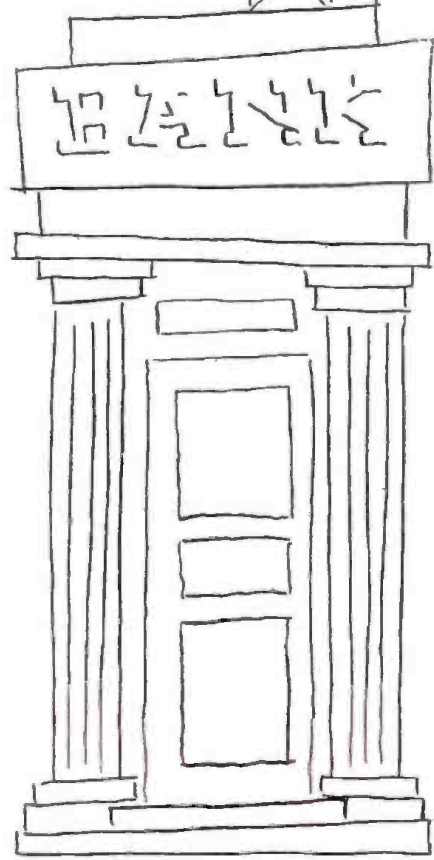
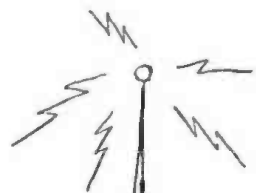
Banks rank extremely high on the lists of long-run advertisers on stations all around the country. The First National Bank of Portland, Ore., and the First National Bank of Boston have logged almost 30 years on radio, as have three Seattle, Wash., banks—the First National, the Old National and the Fidelity Savings & Loan Assn.

Many have used the medium steadily for more than 20 years, among them the National Shawmut Bank of Boston, The First National Bank of Albuquerque, N. M., and two banks in Chattanooga, Tenn.

"Bank of the Commonwealth," reports WWJ Detroit, "has been a continuous radio advertiser for 25 years. The bank continued its schedule through the 'Bank Holiday' in 1933, and has grown and prospered until today it has 25 offices."

A letter from Harold Larmon, president of The First National Bank of McCook, Neb., expresses the feelings of banks on their use of radio. Mr. Larmon says:

"Our association with KBRL has been a long and pleasant one starting the year KBRL went on the air. The success story of our advertising is . . . one of a gradual building of community good will and confidence. The term 'successful' adequately describes our advertising on radio." • • •



*One of a series in an analysis  
Of network programming and sales*



## **Finds Growth in Block Programming**

*A 40 percent increase in sales  
is expected this year. Business is  
three months ahead of 1957.*



The National Broadcasting Co. carried its first program over a string of 25 radio stations on Nov. 15, 1926—America's first-established network. Today, after great growth and considerable change it is broadcasting to about 203 stations (10 of which are outside the continental limits of the U. S.).

The intervening years, and especially the most recent, have brought new achievements, new crises and a totally new way of doing business.



The 'family' members of 'One Man's Family.'

Bob and Ray cut up a cake on 'Monitor.'



Network stalwarts Fibber McGee and Molly.

NBC clearly typifies the winding road that network radio has followed since its founding. Gone are the glory days, when a mere two dozen advertisers were ready, cash in hand, to sponsor the NBC broadcast day.

And, according to network executives, gone too are the lean days that set in during the early 1950's, when revenue shrunk to almost one-third its former size.

For NBC Radio, 1957 was an extremely significant year. Total network sales increased 40 percent over 1956, Matthew J. Culligan, vice president in charge, states. Moreover, he points out that another increase of 40 percent is expected in 1958. (U. S. RADIO estimates that this should put total revenue for the network this year at about \$25 million.)

The first quarter of 1958 will be NBC's biggest in five years. There was enough firm business signed at the end of 1957 alone to meet the projected sales for the first three months of this year.

Last year also represented a reversal in the downward revenue trend. There were monthly periods of profit, the network reports. In ad-

dition, NBC Radio expects to be operating in the black on a continuing basis by the latter part of this year.

Many of the achievements the network scored in 1957 are outlined by Robert W. Sarnoff, president, in a year-end statement released last month. In addition to noting the revenue gains for 1957, Mr. Sarnoff states, "By the start of 1958 NBC's pace in commercial business was three months ahead of the previous year."

In the field of network programming, Mr. Sarnoff claims certain accomplishments. He states:

"*Monitor*, the NBC weekend radio service, established itself as the biggest and most successful show in all network radio. *Nightline*, a new 90-minute program, attracted a large weeknight following and substantial revenue. *Life and the World*, begun during 1957, is already outrating the strongest news program of NBC's major competitor. *News on the Hour*, the first network news service of its kind, became an almost overnight success in ratings and sales."

Mr. Sarnoff further states that the "radio network's share of audience increased by 37 percent in the 10 a.m. to noon, EST, period."

Much of what NBC Radio is achieving is credited to the executive team headed by Mr. Culligan, who took over the reins in Aug. 1956. The affable vice president, who formerly held a similar title as director of sales for NBC Television, often boasts to ad men, "I'm glad I'm in radio."

Mr. Culligan declares, "The future is unlimited. By 1960 there will be roughly 5,000 radio stations on the air. Experiments in outer space and new technological improvements in radio itself makes the medium more important today than ever."

After his first full year in charge of the radio network, Mr. Culligan notes a very significant change in NBC's sponsor status. A year ago, he states, 20 percent of the advertisers signed for 13-week contracts, while 80 percent were for seven weeks or less. Today, 76 percent are for 13 weeks or more and only 24 percent are short-time buyers.

This leads to certain claims Mr.

Jerry Lewis on the Star Dust Plan.



Another Star Duster, Ed Gardner.

Frank Blair hosts 'Life & the World.'



Morgan Beatty and the news.





Robert Sarnoff, NBC Radio pres.



Matthew J. Culligan, v.p. in charge.

Culligan makes on behalf of his network. He states that NBC Radio is first in the number of sponsored hours, first in the number of different advertisers and first in the number of newscasts.

Mr. Culligan believes that the great multiplicity of advertisers in network today is healthy. He says in the glory days, 23 advertisers dominated NBC Radio. Today, there are about 60 advertisers on the network.

The frequency of advertisers, according to William K. McDaniel, vice president in charge of sales, has been due in large measure to the success of the network in clearing time. At present NBC is working at between 75 to 80 percent clearance. Mr. McDaniel states that the network's "no waste policy" has been helpful in gaining affiliate loyalty. This policy allows a station to sell a network program on a national spot basis if it is not sold by the network. The station does not have to pay a co-op charge.

The large number of sponsoring companies on NBC is due, in large measure, to a program outlook that is turning more towards greater flexibility. "We are moving more and more towards block programming and away from the conventional, half-hour programming," states Jerry Danzig, vice president in charge of programming.

"We have music in the morning, drama in the afternoon, news on the hour, *Nightline* at night and *Monitor* on the weekend," Mr. Danzig declares. "What we are ultimately trying to achieve is a certain community of sound with our affiliates."

The future of programming at NBC Radio will be to effect a bal-

ance between entertainment and news-and-service programming, Mr. Danzig declares.

He says there certainly will be "more and more news and analysis. As radios become more mobile through transistor developments, news programming will become even more vital."

Today, news has top priority at NBC Radio. The network carries close to 200 news shows during the full week. There are 85 *News on the Hour* shows, 20 newscasts on the weekend, plus *News of the World and Life and the World* which add up to 10. In addition, there are between seven and nine news specials—or "Hot Lines"—a day.

*News on the Hour* particularly has registered a very successful sales record. It is presently sponsored by Bristol-Myers, Brown & Williamson Tobacco, California Packing (Del Monte fruits) and *Reader's Digest*. The latter's participation will be taken over by Midas Muller next month.

With its "Hot Line" concept, NBC has injected a measure of imagination—and immediacy—in its news programming. If there is a special news break that is too important to wait for the regularly scheduled newscast, the NBC "Hot Line" box is activated through Radio Central (in New York). This brings all affiliates into immediate touch through a red light and a buzzer that sounds at each station. An affiliate has the choice of switching on the network immediately or taping the news break for later broadcast. The "Hot Line" is reminiscent of the colorful, but now extinct, newspaper extra of earlier days.

To back up its world-wide news coverage, the network has taken measures to make certain it doesn't miss a story anywhere in the U. S. Affiliates carry special network press cards and are paid for each story.

Mr. Danzig states that one of the most important developments in programming at NBC is the new Star Dust Plan—a way to bring top en-



William McDaniel, sales vice pres.



Jerry Danzig, v.p. of programming.

ertainment stars back to network radio "at a cost we can live with." Featured in the plan are such former network stalwarts as Fibber McGee and Molly and Ed Gardner, as well as Jerry Lewis, George Gobel and Bob and Ray.

Under the plan, each star records 10 new vignettes a week for insertion on such programs as *Monitor* or *Nightline*. Each recorded segment is five minutes in length, with the actual editorial content running between two and one-half and three minutes.

Clients like the plan, Mr. Danzig declares, because it gives them saturation by enabling them to integrate the vignettes where they want them. Artists like it, because they can pre-record as many as 20 at a time, freeing them for other work. And most important of all, "the per-unit cost can be lived with."

#### Oldsmobile Buy

The largest Star Dust order was from Oldsmobile. The car maker purchased star segments for a 13-week period, starting in February, at a total cost of \$350,000 net. The Oldsmobile buy calls for 10 five-minute Jerry Lewis vignettes each week on *Monitor* and *Nightline*. As part of the buy, Oldsmobile also ordered participations in *Nightline*.

Through its flexible entertainment format and its news programming that features immediacy as well as depth, NBC Radio is fighting its way back into the black.

The corner was turned in 1957, and 1958 should be the decisive year.

The factors that have led to renewed advertiser outlays for NBC Radio are summed up by George Graham Jr., director of sales planning for the radio network:

1. It's a good media buy.
2. Advertisers have rediscovered network radio.
3. New research reports have led to more adequate measurement, although, he says, measurement of the out-of-home audience is still inadequate.
4. Higher cost of tv and print.

What this adds up to for the radio buyer, Mr. Graham states, is a big audience at low cost. NBC Radio will continually try to capitalize on this advantage by lending a degree of showmanship to its programming and sales. • • •

## How It All Began



Brig. General David A. Sarnoff, chairman of the board of RCA.

With NBC Radio in its 32nd year of operation, it is significant to examine the founding and the milestones of America's first-established network.

It was Brig. General David Sarnoff, now chairman of the board of RCA and then vice president and general manager, who was responsible for the organization of NBC on Sept. 9, 1926, as a service of RCA. The first broadcast was on Nov. 15. In addition to being a network first in every sense of the word, it also employed the first remote pick-ups from multiple points. The late Will Rogers chatted from a dressing room in Independence, Kan., Mary Garden sang from Chicago and the late Dr. Walter Damrosch conducted the New York Symphony orchestra appearing from the old Waldorf-Astoria in New York.

While individual stations during the 1920's had provided radio shows, chiefly with local talent, it was not until the appearance of the network that the nation could tune in on big stars and big events. This represented a form of mass communication previously impossible. It provided information, including news, as well as entertainment.

Years before the formation of NBC, General Sarnoff could foresee the complete development of radio. He prophesied, "A radio music box . . . which would make radio a household utility in the same sense as a piano or phonograph."

That radio has developed into a household utility is an accomplished fact. The original format of providing information as well as entertainment has born considerable fruit. This approach is still intact although it has adopted new forms.

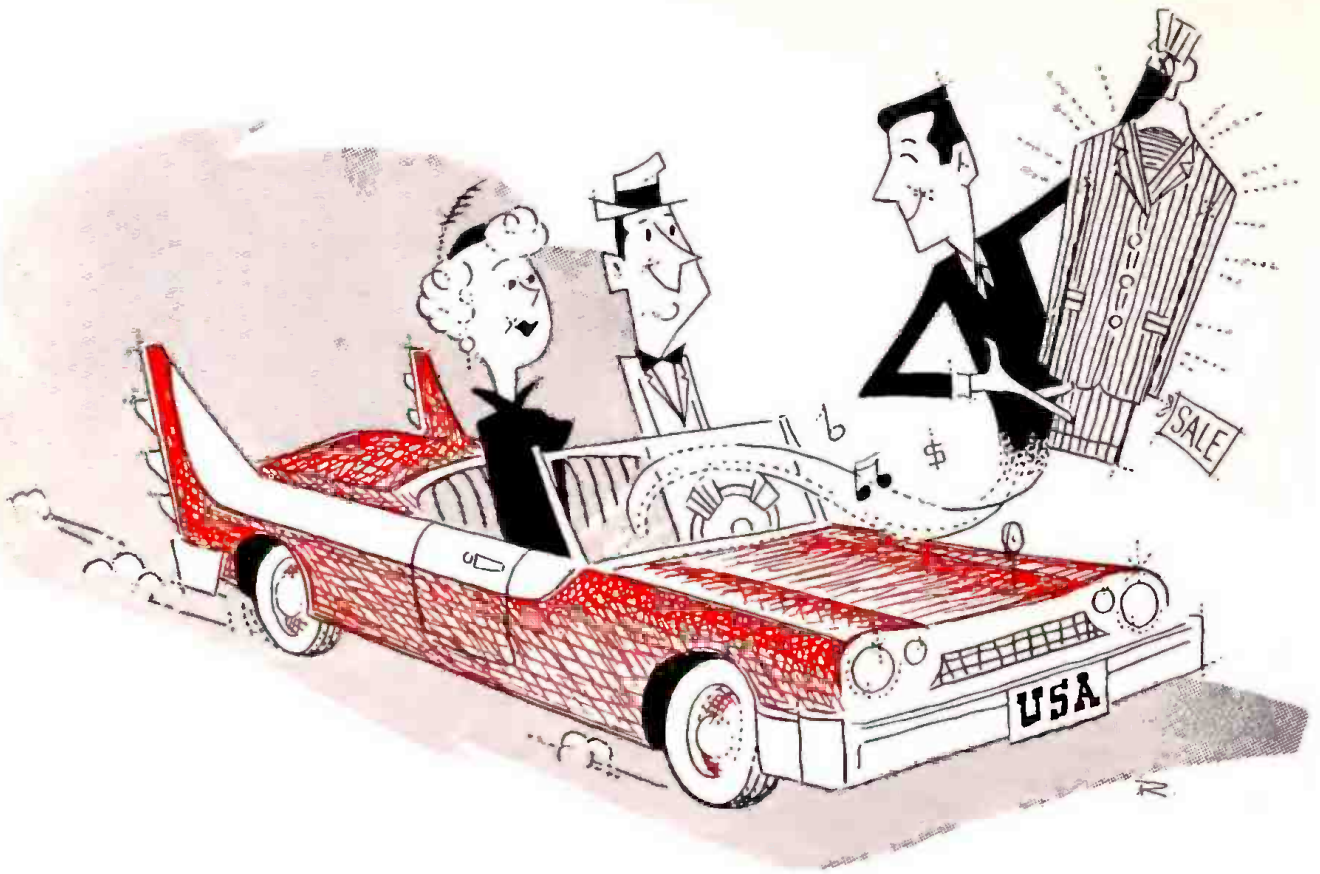
In the field of information, NBC has reported returns of every national election since the network's 1926 formation. It has broadcast every Republican and Democratic convention since 1928. President Roosevelt was heard on NBC 20 times in his first nine months in office in 1933.

In sports, such early events as the Dempsey-Tunney "long count" fight in Chicago was aired on Sept. 22, 1927.

In the field of entertainment, NBC has conducted regular broadcasts from the stage of the Metropolitan Opera House, New York, beginning in 1931. And Gen. Sarnoff persuaded the late conductor Arturo Toscanini to return to America from retirement in 1937 to be maestro of the NBC Symphony. He held that post through the 1954 season.

The names of the dramas, the daytime serials, and the great radio personalities—are legend.

NBC also was responsible for the establishment of a second major network. On Jan. 1, 1927, the NBC Blue network was formed as an adjunct of the earlier NBC Red network. In 1942, the Blue network was separated from NBC and was sold, eventually becoming the American Broadcasting Co.



## Robert Hall Reaches

**"Radio is 100 percent responsible for spearheading the growth of the chain."**

Estimated	1950	1955	1958
<b>RADIO BUDGET</b>	\$1 million	\$1.5 million	\$2 million
<b>STATIONS</b>	90	150	200
<b>STORES</b>	110	200	256

"Radio is more important to us today than it has ever been, because of the growing trend toward decentralized shopping," declares Robert W. Weiserberg, advertising director, Robert Hall Clothes.

"Stores are on the move from the cities to the suburbs, and the most convenient way to reach them for most people is in a car. And when people drive, they listen to the radio. You have a captive audience in most cases."

U.S. RADIO estimates Robert Hall will spend \$2 million on radio advertising across the country in 1958, out of a total advertising budget of approximately \$6 million. The remaining \$1 million goes to all other media.

While car radio is assuming new importance at Robert Hall, the medium itself has always been firmly entrenched with the clothier since the first store was opened in Waterbury, Conn., in 1941. At that time,





Robert W. Weisenberg, adv. dir.



Jerry Bess, Sawdon vice president.

***In addition to spearheading growth, chain finds that radio is ideal for attracting customers to superhighway locations.***

## the Man on Wheels

according to Jerry Bess, vice president, Frank B. Sawdon Advertising, New York, "Radio was our only advertising medium. In fact, radio was 100 percent responsible for spearheading the growth of the chain. For the first few years the only way people got to know about Robert Hall was through radio.

"We located our stores at the edge of town in the beginning, and depended on radio to tell people about our out-of-the-way locations. Now that the trend to decentralized shopping has gotten started in a big way, Robert Hall is locating its new stores on super highways in the suburban areas," Mr. Bess explains.

"As a result we feel radio is even more important than it was when we were locating on the outskirts of towns and cities. With radio, we can reach not only people in their cars, but also those in outlying districts not covered by the local newspapers."

Robert Hall is on a 52-week radio

schedule nationally with peak spots aired in the big fall and spring selling seasons. During a typical week in these major seasons Robert Hall, according to Mr. Bess, airs 10,000 spots coast to coast.

Over 200 radio stations are being used at present in 130 cities in 40 states. In Robert Hall's major markets—New York, Chicago, Detroit and Los Angeles — approximately 500 spots a week are aired. At present the company has 250 stores across the country, with plans to open six new showrooms in March. They will be located in Pittsfield, Mass.; Reading, Pa.; Elkhart, Ind.; Evansville, Ind.; Union, N.J., and Woodbridge, N.J.

When a new store opens, usually in March or September to coincide with the peak selling seasons, radio campaigns are stepped up in those areas for a week preceding the opening and three weeks following.

Up until the past year Robert Hall has been celebrating the open-

ing of 30 to 40 new stores annually coast to coast, expanding its radio coverage simultaneously. From its one showroom and one radio station in 1941, Robert Hall grew to 110 stores in 1950 using 90 radio stations. At that time the radio budget hit an estimated \$1 million. In 1955 Robert Hall had 200 stores using 150 radio stations, with an estimated radio budget of approximately \$1.5 million.

The Sawdon agency prefers to emphasize early morning and late afternoon spots, which Mr. Bess refers to as "driving times." However, he points out, "radio is a 24-hour medium, and we don't neglect any time of day." Robert Hall's store hours, from 9 a.m. to 9 p.m., are also ideal for radio penetration since many people can listen to a commercial on their way home from work and drop in right then when the spirit moves them.

Mr. Weisenberg states that "The best way to saturate a market is with radio. Radio is a remarkable medi-



Radio brings in customers to new highway locations.

um for name identification and in our case radio has put us across single-handedly in many markets.

"We have had many cases where items have been advertised on radio only, and where they have sold like hotcakes, so we know radio is good. Radio serves us particularly well in big, spread out markets like Los Angeles and Detroit where everyone drives everywhere."

That radio carries the Robert Hall message in a very convincing manner is revealed by the story of the little boy who was asked to sing a Christmas carol by his teacher. After the other children had finished with the conventional "Silent Night" and "O Come All Ye Faithful," this original young man began singing, "We're doing our Christmas shopping at Robert Hall." A true story, Mr. Weisenberg declares, "and it proves our point that consistent radio advertising adds up to such strong public familiarity that a brand name can become part of the language."

"We're doing our Christmas shopping at Robert Hall" is one of 300 jingles used by the company since its incorporation 17 years ago. "We have always used jingles," Mr. Bess says, "and we believe that you should

spend the time and money on producing the best possible. When we come up with a good thing, it is our theory and our practice not to use it too much at one time that people get tired of it. We employ a good jingle for a while, then take it off the air, and bring it back again. One of our most successful jingles is 'When the values go up up up,' which we've been using off and on since 1915. It still sells."

For those who don't know it by heart, this is the granddaddy of all Robert Hall jingles:

When the values go up,  
up, up  
And the prices go down,  
down down,  
Robert Hall this season  
will show you the reason.  
Low overhead.  
Low overhead.

Low overhead now and always has been one of Robert Hall's major selling points along with "no fancy fixtures; plain racks; pay cash—pay less; low rents, and America's largest family clothing chain."

These themes are alternated in the commercial copy with seasonal

selling at Christmas, Easter and back to school time.

According to Mr. Bess, the same jingles are generally aired at the same times coast to coast because the copy is not sectionalized. Sawdon has found that one-minute spots are most effective, beginning usually with the jingle, and closing with an announcer delivering a sales message about the features currently on sale.

Robert Hall started out by marketing men's clothing, but later added a ladies' line and a children's line. The company, a wholly-owned subsidiary of United Merchants & Manufacturers, makes all its men's clothing, but buys the women's and children's wear on the outside from nationally known manufacturers.

"In selling our goods," Mr. Bess says, "we have gotten away from the shouting and the trumpets. These were effective when we were new and were creating brand awareness for the first time, but now we don't need to hit people over the head with our off-the-beaten-track locations, and we can ease up a little. Now we try to get the best talent, use the most advanced studio techniques and the most original musical arrangements. We used to employ hard-hitting, dramatic vignettes, but now, because of our frequency on the air, we must sell believably," Mr. Bess says.

#### Commercial Variety

"One of the ways we try to get variety in our commercials," Mr. Weisenberg explains, "is to take the same jingle and treat it differently from time to time. For example, in one arrangement we might emphasize woodwinds, in another, strings. In still a third arrangement, we might use a big orchestra, in another, a small unit. Then you can vary the tempos from mambo to march time. In this manner you can sell effectively with the same basic copy and jingle without, we hope, boring the audience."


"We plan to continue to use radio as a major medium," Mr. Bess states. "As our operation changes our advertising approach has changed, and we think that is as it should be. But our basic faith in radio as a retailing medium hasn't changed in nearly two decades." • • •



T. Harold Scott heads the FTC monitoring unit.

# FTC Keeps Ear To Radio

**Up to now radio advertising has fared well. But Commission is just beginning to expand staff and equipment,**

 How has radio advertising fared now that the Federal Trade Commission's radio-tv monitoring unit is more than a year old? According to the FTC, it is doing fairly well.

But any optimism to be derived from this should be tempered by the realization that the new unit is just beginning to expand its equipment and staff, in order to lend a more comprehensive official listening ear.

"Generally, broadcasters are a cooperative group. They are astute enough to realize that self-censorship is the only way to avoid outside interference."

That's T. Harold Scott's thumbnail analysis of the men whose busi-

ness interests are his stock-in-trade. Mr. Scott heads the FTC's radio-tv monitoring unit, an investigative arm which is currently setting the wheels in motion for an expanded monitoring program to pinpoint and eliminate deceptive on-the-air advertising.

It's a sizeable assignment. The unit's jurisdiction extends beyond the advertiser and the product. If a broadcaster sells time to a client whose ad ethics are questioned by the FTC, he's more apt to be viewed as an accomplice than an innocent bystander, by Commission rule. For although it is seldom exercised, the FTC does have jurisdiction over the broadcaster in this regard. The same applies to ad agencies where decep-

tive or misleading copy is prepared.

In the Federal Trade Commission Act of 1914 provisions were made against "unfair methods of competition in commerce," a loose stipulation, at best, that put the burden of proof entirely on the FTC, making it necessary for the FTC to prove injury in competition. In 1938, new language altered the picture completely. The above portion of the act was amended to read "unfair methods of competition in commerce and unfair or deceptive acts or practices in commerce are hereby declared unlawful." No longer was FTC jurisdiction limited just to the advertiser. It now extended to consumer interests.



Also in 1938, a new section was added to the act which even further defined FTC jurisdiction over media. The amendment states "it shall be unlawful for any person, partnership or corporation to disseminate or cause to be disseminated any false advertisement . . . by any means for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase of food, drugs, devices or cosmetics. . . ."

Despite the clarity of the language, the FTC hasn't seen fit, as a matter of practice, to enjoin broadcasters or agencies. There are reasons. If the FTC issues a cease-and-desist order against an advertiser, it's unnecessary to enjoin a broadcaster. This action orders the advertising copy to be withdrawn from the air. Beyond this point it ceases to be a station headache since the advertiser who does not comply is likely to be fined by the FTC as much as \$5,000 a day.

### Undue Burden

To enjoin a broadcaster once copy has been withdrawn would accomplish nothing, Mr. Scott says, and it might place an undue burden on a station.

There is at least one area of operation where a station outright invites FTC intervention. That's per inquiry advertising, the government agency declares. By lending the use of its telephone facilities to a per inquiry ad, the station actually becomes a part of the advertiser's business.

The radio-tv monitoring unit is the direct result of Congressional interest in commercial copy used on broadcast stations. Senator Warren G. Magnuson (D-Wash.), chairman of the powerful Senate Interstate & Foreign Commerce Committee, was a prime force in its creation. On the condition that such a unit would be created, he induced Congress to return to the FTC a \$100,000 cut in the agency's 1957 budget. Announcement of the formation of the new unit came in October 1956. Up to that time the FTC had reviewed a

station's commercial announcements, which the law requires, by having the station submit to the FTC four times each year copies of one day's announcements. This is still done.

The formation of the radio-tv unit simply added a "live" dimension to an already functioning organization. Likening the unit to any new venture, Mr. Scott points out the impossibility of being fully operative from the very start. Statistics, though flattering to broadcasters, bear this out.

During 1957, the FTC issued 187 formal complaints for various deceptive practices. Of that total, six complaints, all against drug and cosmetic firms, resulted from the commission's monitoring activity. To assume that, because complaints from the radio-tv unit have been in the distinct minority, broadcast advertising is approaching the halo stage is "ostrichism" of a high sort.

Lack of adequate equipment—now being remedied by the installation of new monitoring gear at the FTC in Washington—imposed a definite ceiling on the scope of the unit's work. Staff is another problem. At present, six attorneys are assigned to this unit in Washington.



John W. Gwynne, chairman of commission.

In FTC field offices in New York; Chicago; New Orleans, La.; Cleveland, O.; Kansas City, Mo.; San Francisco; Seattle, Wash., and Atlanta, Ga., 125 attorneys are available for monitoring broadcast advertising. These are the men who look and listen—with a legal eye and ear—to broadcast advertising across the country throughout the week.

In Washington, for example, one of Mr. Scott's attorneys is on duty in the monitoring room daily. Since this is just one facet of the lawyers' job, the six change off on the monitoring assignment. Dictaphones in front of the receiver's speaker record all advertising copy monitored in a given day or evening. This record is supplemented with voluminous notes—the lawyer's impressions, opinions and, if necessary, corrective suggestions—which are passed on to Mr. Scott in a memo.

### Personnel Increase

A limited staff plus a vast industry like broadcasting adds up to sample monitoring at best. To do a more thorough job, Mr. Scott is hoping for a personnel increase. And as the unit expands, the number of complaints, stipulations and cease-and-desist orders will rise proportionately, Mr. Scott anticipates.

A listening post which is a constant source of information to the FTC in spotting deceptive advertising on the air is the public. Mail from some wounded consumers is "sizeable," Mr. Scott says. Because of the nature of the complaints, the FTC has jurisdiction over about one half of the total number received from this source. Each of the complaints is followed up either from Washington or from an FTC field office. The significant fact is that the average consumer is very much aware of the existence of the FTC and he does not hesitate to air his grievances when sufficiently aroused.

Regardless of the point of origin of any FTC complaint—its own staff, the consumer and often the legitimate business man who is



A questioned radio ad is scrutinized by FTC attorney Robert K. Peterson (seated) and Mr. Scott.

forced to compete against false advertising claims of other firms—the channels through which it passes are the same. After a complaint has been received in Washington, details are passed on to the field office where the complaint is investigated. Then a report is filed in Washington. Assuming the complaint against an advertiser is warranted, the report is passed on to the Bureau of Litigation, then, if necessary, to the full Commission. It is at this point that a formal complaint is issued.

Since every case differs so widely the time consumed in processing varies. But cases in recent months have been moving faster, probably because an increasing number of cases are settled by consent agreement, thus eliminating the long drawn-out hearing process.

However, the issuance of a formal complaint is not the true measure of FTC accomplishment. "The really good work of the Commission lies in the number of complaints *not* issued" through voluntary discontin-

uance by advertisers, Mr. Scott believes. When advised that the FTC is taking a dim view of his ad claims, an advertiser often mends his ways and the "case" is closed before it actually becomes a "case" at all.

The creation of the FTC's radio-tv monitoring unit—in addition to its increased activity in the broadcasting business—proved to be the foundation of still another change. Almost on the heels of its inception, announcement was made that complaints issued by the radio-tv unit would be passed on to the Federal Communications Commission along with the call letters of stations involved. It was then up to the FCC to so advise the station. A new government liaison was born, and again Sen. Magnuson played a major role. It was at his suggestion that the FCC took up the task of informing broadcasters they were carrying advertising that was the topic of FTC complaint.

The broad effects of the FTC-FCC liaison rest in the limbo of govern-

mental operation. Since the identity of stations which carry the questioned advertising is not made public, it is not possible to determine whether or not the FCC advisement has made its point and the objectionable ad has been taken off the air.

At present the FCC has no jurisdiction over program or commercial content. But should commercial excesses warrant, it could become necessary in the future for the FCC to call any station on the carpet for persistently operating against the public interest in commercial practices.

In any event, it's better to be safe than sorry, Mr. Scott advises. A broadcaster should cautiously evaluate all advertising that his station carries.

"Our interest is solely in deceptive advertising practices. The legality of the commercial is our only concern," Mr. Scott points out. "Good taste in programming, amorality, the timing and placing of commercial announcements — these are not in our jurisdiction." • • •





*A Quick Glance At  
People, Places And Events  
Around Radio-Land*



**WHB DEMONSTRATES SNOWMANSHIP** in Kansas City, Mo. Tallest masterpiece won contest sponsored by station for biggest snowman built in wake of last month's heavy blizzard. A total of 1,567 entries, all sporting WHB call letters, were submitted. The king-size version stood almost 27-feet high, and was constructed by four teenagers who will share the prize.



**SOUND AND SIGHT** merge as 24 pretty models carry Admiral radios into the busiest business districts of Pittsburgh, Pa. Promotion was one of the "live" stunts used by station KQV to underscore its new "live" programming format for the Steel City.



**COINCIDENCE CREATES NEWS** when WOR New York reporter, Les Smith (right), was talking to New York City Fire Commissioner, Edward F. Cavanaugh Jr. (left), in downtown Manhattan. During their routine talk a news flash alerted them to a rock-slide disaster in the Bronx. Both raced to the scene here and went on the air.





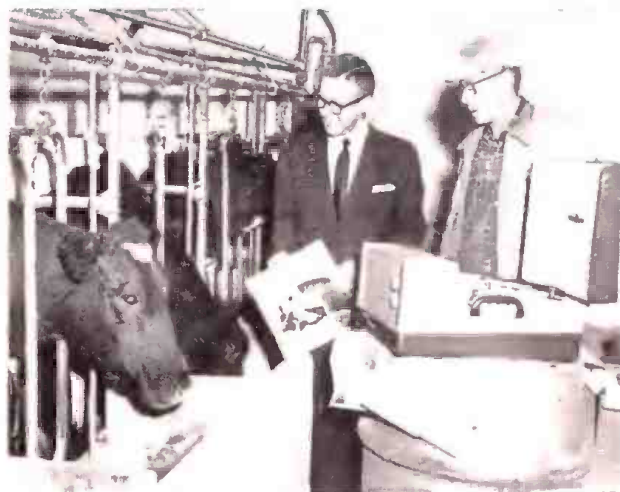
"THE EARLY BIRD" of KRUX Phoenix, Ariz., Jim Sparrow (right) and cohort, Joe Patrick, finish 100 hours at the mike in station's KRUX-a-thon. Event heralded operation "Switchover," which gave the Bartell Group station a new 5,000 watts of power.



THE KITCHEN SINK is all that's missing from this remote broadcast conducted by KATE Albert Lea, Minn., to celebrate the grand opening of a new Red Owl store. Announcer Art Bowers holds some of the 2,796 items deposited by the town's 15,000 people.



CLEVELAND'S CITY FIREMEN cool off some "hot copy" belonging to KYW. Staff news announcer, Gene Slaymaker, hands it over. Station decided to warm things up to offset one of Cleveland's coldest winters.



MUSIC MAKES MILK and soothes cows in the process, according to the experiment conducted by KMOX St. Louis, Mo. Jim Butler, the station's early-morning disc jockey, checks the comparative effects of rock 'n roll and quiet music on cows, with dairyman Walter Faeth.



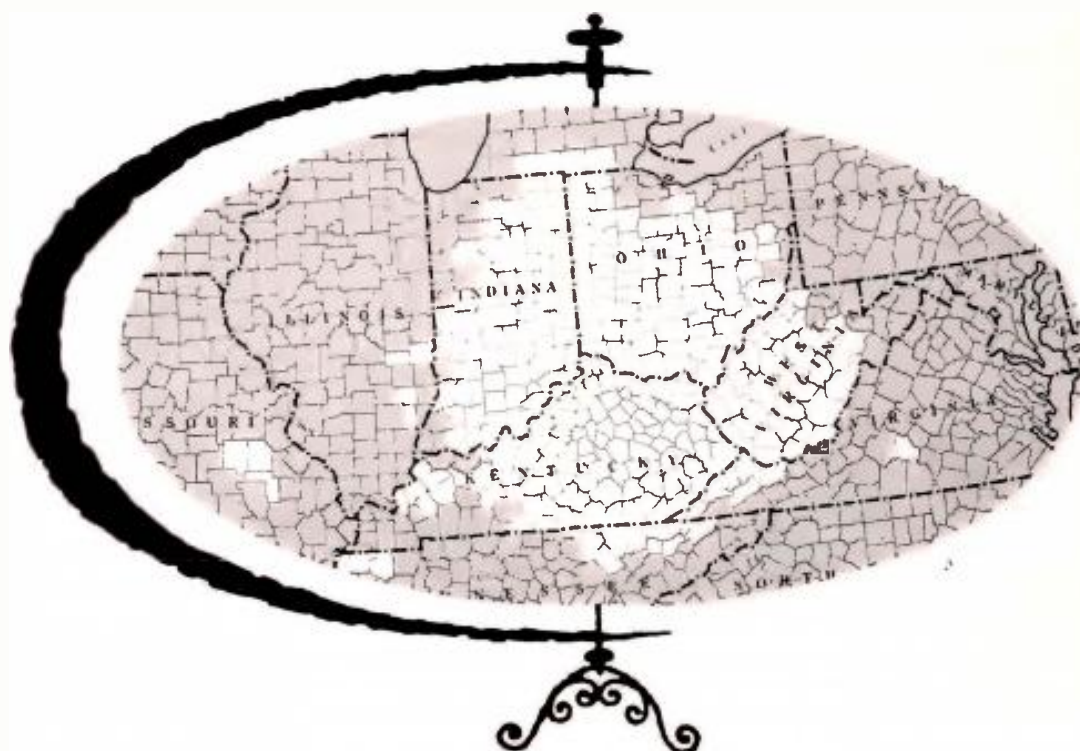
STATION'S LARGEST election polls 60,732 votes for Teen Queen of WBBC Flint, Mich. Winner Marty Beilby talks with disc jockey Bill Lamb (center) and Arthur Warner, owner of Flint Record Shop.



YOUR ESSO REPORTER marks 22 years of continuous broadcasting on WRC Washington, D. C. Joseph Goodfellow, station manager (left), and Wesley Cooper, district manager for Esso Standard Oil Co., were interviewed by WRC's Al Ross, holding anniversary cake.

A. C. Nielsen Company reports

# WLW radio audience among TOP 10 in America



## The full scope of the WLW AUDIENCE

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

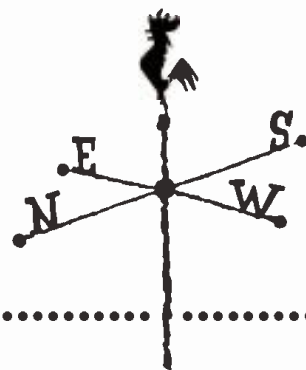
	NCS DAY-PART CIRCULATION . . . . . PER WEEK . . . . .			
	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC; ABC; MBS • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: NBC Spot Sales: Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of **Arco**


## hometown USA

- Local Promotion
  - Commercial Clinic
  - Station Log
  - Radio Registers
- .....



# Getting Greater Results For Advertisers

*Management consultant Doherty  
discusses methods stations use  
in turning up bigger profits.*

 As the radio industry anticipates the biggest year in its history, a radio-tv management consultant points to four facets of station operation that, in his opinion, hold the key to greater results for radio advertisers and bigger profits for stations in 1958.

Among the chief reasons for renewed advertiser interest in radio has been the alertness by management at most stations to the full potential of the medium in terms of programming, sales and promotion.

Richard P. Doherty, president, Television-Radio Management

Corp., Washington, D. C., states that "station management know-how is the basic ingredient for profit making in radio, as in other competitive lines of business. Radio is competing for a share of the radio audience, for broadcast advertising with other radio stations, with television both for audience and advertising budgets, and with other local, regional and national advertising media."

Among the vital ingredients of station operation that ultimately affect the radio advertiser are:

- Sales planning
- Programming

- Continuity
- Cost control

One of the most important functions of a station is sales planning. As outlined by Mr. Doherty, one of the keys to proper planning is through sales meetings, that are "creatively productive" for the salesmen. These meetings, Mr. Doherty states, should deal with the "selling basics of the market and the sponsors." As a result, the sales staff will be provided with effective competitive tools, he declares.

Mr. Doherty states that radio stations should build up "future" files





on all significant business events. He says sales managers and salesmen could develop concrete knowledge about the month-to-month calendar of local sales events, store anniversaries and seasonal sales.

Efficient though a station's sales staff may be, every radio station is aware, Mr. Doherty says, that sponsors buy more than time—"they buy listeners, and listeners are acquired only through good programming.

"The news-and-music format is a profitable way of life, as is proven by the success stories of many stations. However, my impression is that the truly successful music-and-news stations achieve their audience and sales standing through well-planned and well-supervised programming. . . . Indeed, there is an art to top quality news and music," Mr. Doherty declares.

### Station Types

"At this point I also feel impelled to comment on the question of independent versus network affiliations. I am well aware of the fact that many stations are highly successful on the basis of completely independent operations. On the other hand, around the country, I run across . . . network affiliated stations which are highly profitable and are moving upward at a sharp pace. These stations have found the formula whereby they blend their own local production with network programming, and thereby grow in stature and community significance. It's not a question of independent versus network affiliation so much as it's a question of knowing what type of station one wants, and being able to inspire quality operations for that type of station."

No matter what the station type, Mr. Doherty states, continuity is of vital importance. "Copy that sells must be geared to the characteristics of radio, and must take full advantage of the medium." Continuity

should provide a solid sell for the sponsor regardless of high program ratings, he declares.

"Commercial copy is the primary concern of the advertiser; it should be the primary concern of the broadcaster," Mr. Doherty says. He cites the necessary ingredients for continuity writing.

- Continuity writers must possess knowledge about the effective use of the broadcast medium as applied to particular products and services.
- Continuity writers must main-



Richard P. Doherty, management consultant.

tain personal contact with local sponsors and with the products and services being advertised over the station.

- The sales department should furnish the continuity writer with adequate information and copy ideas about the product, the client and the sales points.
- The continuity writer should be brought into sales meetings and conferences as a method of orienting the writer to sales ideas.

Cost control is an area of station operation that is very dear to the

hearts of all efficient station managers, Mr. Doherty points out.

"The little cost items," Mr. Doherty says, "need as much scrutiny as do the big expenses, such as salaries. Effective payroll cost control is more likely to be achieved by intelligent job integration, coupled with salary structures serving to retain competent personnel."

Advertising and promotion are important elements in financial expenditures, he states. "Commercial broadcasting is concerned with promoting other people's products and services," he says, "and the broadcaster must be an expert in the technique of promoting these other businesses.

"Effective promotion and advertising is as necessary to broadcast station growth as to every other line of competitive business," he asserts.

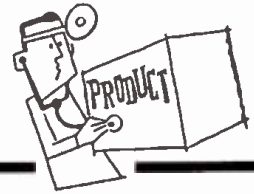
"Broadcasting—in all its facets—requires a sense of showmanship and courageous daring," Mr. Doherty believes. "The successful broadcaster is one who has vision, courage of conviction, a sense of community responsibility and a flare for showmanship.

"What was good programming even a year or two ago, may not fill the bill today; what were good top program personalities of yesteryear may be outmoded today; what were sound sales procedures of three years ago may be passé now; the rate card and rate structure of 1953 is almost certainly not suitable for 1958; the promotional and advertising programs which have been used for the past few years may have become hackneyed by now.

"Being on the ball with new program ideas, new community promotions, new sales ideas, new approaches to sponsors—this is the mark of high calibre broadcast management."

Radio men, in general, are constantly on the lookout for new ways of improving their operations, thereby rendering a greater service to advertisers. • • •

# commercial clinic



## New Commercial Approaches For News Shows Outlined

News show commercials, traditionally confined to straight announcing, are breaking out into fresh formats at one of the world's largest agencies.

These news techniques, used by J. Walter Thompson on Ford's network news programs, may also be adapted for airing on the local level, according to Charles Gardner, copy supervisor for the *Ford Road Shows*.

While Mr. Gardner advocates the continued use of "talk" commercials at least half the time on a given show, he feels that there is room both on the network and the local level for "commercial variations which are still compatible with the news format.

### Other Techniques

"Well delivered, straight selling by an announcer can be used extensively because it has proved effective, flexible and inexpensive," he points out. "There are, however, other techniques that can be used to advantage by a local station with very little if any additional cost.

- Instead of having the station announcer do the commercial, use the newscaster as often as possible to get the benefit of his authoritative reputation.
- Interview local merchants sponsoring the show, leading citizens, or just plain townspeople for testimonials.
- Go out and tape sound effects at the factory or the store to give the commercial an on-the-spot flavor for background.
- Interview housewives or school children who might use the product.

- For singing commercials employ a local vocalist who would work for scale. He or she could record the jingle or do it live."

Mr. Gardner suggests that the most important thing for a copywriter to bear in mind when trying out these techniques is to maintain some link between the overall news format and the sales message. After all, the commercial is a part of the show as opposed to being a spot announcement, he says. One of the reasons the straight announcer commercial has been so successful and widespread is that its documentary style is similar to news delivery, and the public is already pre-conditioned to accept it.

"When you vary this technique," Mr. Gardner points out, "you should lead into the change of pace (and out of it) with a few words by the newscaster or the regular announcer, and not just drop in the jingle or the interview out of the blue."

On Ford's *World News Roundup* and the *Edward R. Murrow* show, Ford announcer George Bryan con-

ducts the interviews and introduces commercials done by outside personalities.

Commercial innovations aired by Thompson recently on these shows include:

- Interview featuring conversation between a Ford dealer and his wife.
- Mitch Miller illustrating Ford "balance" and "style" through comparison with balance and style in musical instruments.
- Rosemary Clooney-Bing Crosby-Ken Carpenter patter commercials (repeated from Ford's Clooney-Crosby *Road Shows*), and occasional personality singing commercials.
- Light, folksy talk on "how to buy a Ford."
- Two sound effects men experimenting to find the Ford "sound."
- Beep telephone interviews with the president of the Avis Rent-a-Car company, which uses Fords.

### December Change

Until December the automobile company had been using only straight announcer and interview commercials on the news shows, and plans to continue to air these basic staples regularly in the future.

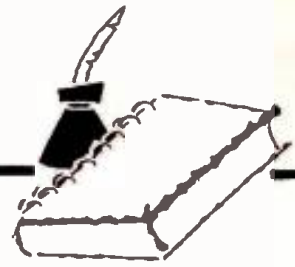
"No matter how successful a commercial is," says Mr. Gardner, "we believe in periodically reviewing our commercial techniques to see where we can improve and spark up our sales messages. We like to think that we are constantly on the lookout for new ideas to combine with the best of the old." • • •



Charles Gardner, copy supervisor.



# station log



## WPAT 'Clears the Air,' Business Up 61 Percent

In the three years since WPAT Paterson, N. J., "cleared the air" of what it calls "unacceptable" advertising, it has watched itself grow in terms of audience and sales.

WPAT's judgment has paid off in terms of steady increases in billings during the past few years. Concentrating mostly on national advertisers, WPAT's business in 1957 was 61 percent greater than in 1956. The total average audience for that time increased almost 63 percent, according to a Pulse survey.

WPAT restricts commercial announcements to the quarter-hour break during the daytime and to the half-hour break during the evening.

In addition, WPAT "produces" many of its commercials. The traffic department sees to it that "compatible products are grouped together." For instance, an airline message would be grouped with announcements by hotels, travel services and luggage firms.

Three years ago the station completed an important phase in its campaign to "clear the air"—the elimination of per inquiry and direct mail advertising. "It was a long-range process," reveals Charles W. Parker, WPAT's vice president and business manager. "We eliminated them one-by-one.

"We often turn down unacceptable advertising," Mr. Parker reveals. "We use our judgment on each, according to good taste, how our audience will react, and whether it will fit in with our music concept." The station also steers clear of hard-sell copy.

Although musical selections are not announced over the station, WPAT listeners know what's on through the station's program guide. The guide has a paid circulation of approximately 32,000, two-thirds of it coming from the five boroughs of New York, one-third from New Jersey.

### RADIO ACTIVITY

• The Storz Stations expect a large turnout for the First Annual Pop Music Disc Jockey Convention & Seminar to be held March 7, 8 and 9 at the Muehlebach Hotel in Kansas City, Mo.

Panel discussions of problems concerning the disc jockey will feature such industry leaders as: Adam Young, Adam Young Inc. president; Arthur McCoy, John Blair & Co. vice president; Gordon McLendon, McLendon Stations president; Harold Krelstein, Plough Stations vice president; Dave Segal, Mid-America Broadcasting Co. president; Frank Stisser, C. E. Hooper Co. president, and Dr. Sydney Roslow, Pulse Inc. president.

• *Fortune* magazine in its February issue features the independent radio station in an article, "The Money-Makers of 'New Radio.'"

"New radio," according to *Fortune*, consists in the rapid growth of the independent station and its news-and-music format. The article points to many successful formulas for building the concept of modern radio and features the 10-year-old Bartell Group, which stresses family listening.

The Bartell Group, according to its president, Gerald Bartell, is now billing at an annual rate of \$3 mil-

lion, with a net of \$1 million before depreciation, management costs and taxes. The chain includes WOKY Milwaukee, Wis., KCBQ San Diego, Cal., KRUX Phoenix, Ariz., WYDE Birmingham, Ala., WILD Boston, and WAKE Atlanta, Ga.

Other prominent independent chains referred to by *Fortune* are: the Todd Storz Stations; the Gordon McLendon Stations; the Plough Group, and Westinghouse Broadcasting Co.

• WBOE Cleveland, O., the Board of Education station, is carrying the non-commercial programs of WERE-FM this month. The arrangement was made to insure the "cultural and educational programs" for Clevelanders while WERE-FM is silenced for 30 days to complete its new tower, which will double the station's power to 40,000 watts.

• Station promotion paid off for the police in Washington, D. C., recently, making possible the arrest of a drug store burglar. The store's clerk had been copying the serial numbers of one dollar bills in the hope of winning WWDC's \$1,000 "Lucky Dollar" contest. When police picked up the suspect they had the list; he had the bills.

• KNO El Centro, Cal., mobilized the entire community recently when a three-year-old girl was reported missing at 6:10 p.m. Through its efforts as communications center, the girl was found, alive and safe, by midnight.

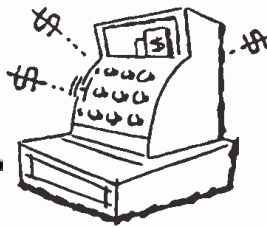
• WFPG Atlantic City, N. J., has announced that the M. E. Blatt Co., one of the first large department stores in the area to use radio, has returned to the medium. In 1953, Blatt dropped out of newspapers and went 100 percent into radio. Later the firm returned to newspapers and dropped the air medium. Blatt is now back on WFPG seven days a week. • • •



Gerald Bartell, group president.



# radio registers



## AUTO DEALER

Star Auto Sales of Dallas, Tex., signed a short-term contract with KNOX Fort Worth, calling for a run of 48 spot announcements over a seven-day period. Star sold 100 cars in four days and was forced to close the lot in order to purchase more cars. After signing a second contract for seven days, the dealer was completely sold out in just two days. He is now a regular advertiser.

## HOME BUILDER

Mittersill Alpine Village and Inn, builder of Swiss chalet-type homes at Franconia Notch, N.H., contracted with WBAI-FM New York for 13 weeks of announcements on the Dorese Bell Cocktail Hour, which is broadcast Monday through Friday at 5-6 p.m. The messages sold eight houses—built to order at prices ranging from \$10,000 to \$15,000—in a two and one-half month period.

## VACUUM CLEANER

Three spots in a week over WIZE Springfield, O., sold 70 novelty vacuum cleaners for McCulloch's Leather Goods Store. The vacuum, hand-sized, is shaped like a flashlight. In addition, McCulloch's reports that sales of other products increased due to store traffic. The store, a regular advertiser on WIZE's Alice Bahman Show, aired its vacuum spots on Monday, Wednesday and Friday.

## FLOWER SHOP

For the past 15 years Emma's Flower Shop, Nashville, Tenn., has sponsored a weekly program called An Orchid For You over WSIX. The owner of the shop reports his program has brought him a continuous flow of business, but the climax came when he bought several spots to announce Emma's sixth annual open house. The next day over 5,000 persons showed up at the store. Now more than 50 percent of his advertising budget is devoted to radio.

TO  
MEET  
HEAD  
ON  
A NEED  
THAT  
EXISTS  
IN  
THE  
RADIO  
FIELD  
TODAY



### \* U.S. RADIO

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- ONE YEAR \$3.00
- TWO YEARS \$5.00

WRITE CIRCULATION DEPARTMENT

**U.S. RADIO**

50 WEST 57th STREET

NEW YORK 19, NEW YORK

# RANKS

## 11th

IN THE NATION

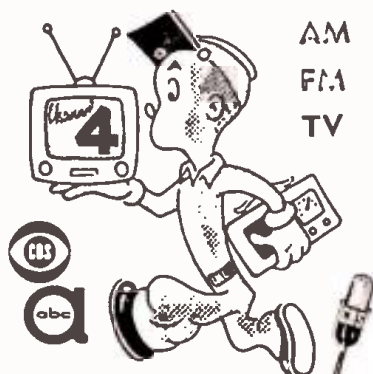
in per family income  
(\$7,339.00)

Source: 1957 Survey  
of Buying Power

### COLUMBUS GEORGIA

3 county metropolitan area  
USES THE LOCAL  
& NATIONAL FAVORITE

# WRBL



#### TELEVISION:

COMPLETE DOMINANCE

• MORNING • AFTERNOON • NIGHT

FIRST IN **97.3%** OF ALL  
QUARTER HOURS

Area Pulse—May, 1957

#### RADIO:

LEADS IN HOMES  
DELIVERED BY **55%**

Day or night monthly. Best buy  
day or night, weekly or daily, is  
WRBL—NCS No. 2.

# WRBL

AM — FM — TV

COLUMBUS, GEORGIA

CALL HOLLINGBERY CO.

## report from RAB

### Weekend Radio

### Growing Factor

### In Increased Billings

Increasing sale of weekend radio to national, as well as local, advertisers will probably be a dominant factor in the billing gains anticipated by the medium in the year ahead.

Indications are that the era of the five-day business week for the radio broadcaster is disappearing and will be replaced by a balanced, seven-day selling week.

Four basic reasons support this prediction, RAB states. First, adequate consumer buying desire and money is available. Secondly, audience measurement figures will dispel any doubt as to the size of the weekend radio audience. Thirdly, stations increasingly are updating program formats to provide essentially the same type of listening fare favored by the public during the Monday through Friday listening hours. And, finally, station discounts to advertisers make this type of radio an economical buy.

By way of establishing that Saturday and Sunday are big selling days, advertisers in many categories of retailing can certify that from 50 to 70 percent of the week's sales are made on the weekend. These are big selling and buying days for many types of products and services including foodstuffs and beverages, home furnishings and appliances, gasolines, automobiles and automotive accessories, entertainment, travel, men's and women's wearing apparel, sports equipment, drugs, proprietaries and cosmetics, homes, and equipment for garden and lawn care. These are profitable days for the sale of many impulse items such as suntan lotions, film and souvenirs.

As for the dimensions of the weekend radio audience, studies made by the A. C. Nielsen Co. show that Saturdays and Sundays attract more listeners than other days of the week, despite the fact that there is a slight decrease in the number of sets used during this period.

Nielsen studies comparing weekend and weekday listening show that home sets in use during an average quarter hour on Saturday total approximately 281,000. Adding another 81,490 automobile receivers which are tuned in during the average quarter hour brings the total sets in use to 362,490 at any given time. Sunday listenership also is high, although it does not equal that of

Saturday. On the average Sunday quarter hour 229,000 home sets are in use, while the automobile sets number 81,730. This brings the Sunday listening total to 313,730 sets in use.

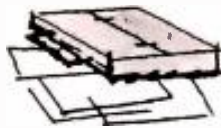
By comparison, the Monday through Friday averages show that during a typical 15-minute segment 226,100 home sets and 82,491 car radios are in use.

The larger weekend audience can be accounted for by the fact that although fewer sets are in operation on Sunday, the average number of listeners per set is higher. For example, through the hours of 9 a.m. to noon, Monday through Friday, an average of 13,979,000 people are listening, with the listeners per home averaging 1.6 people. During the same period on Sunday the listeners per home set average is 2.3 persons, and the average audience numbers 15,963,000. In the noon to 3 p.m. segment on Sunday the audience tops that of the earlier periods of the week by nearly three million listeners on the average, and the Sunday audience has nearly a two-million advantage over Monday through Friday in the 3 p.m. to 6 p.m. time bracket. From 6 p.m. to 9 p.m. the audiences almost match in size, but from 9 p.m. to midnight the Monday-through-Friday audience is topped by almost two million listeners.

A growing segment of the weekend audience currently being courted by advertisers is the out-of-home audience, and especially car listeners. Also in heavy use are the approximately 11 million portable sets. Nearly one of every four radio receivers sold in the nation in 1956 was a portable.

Last summer nearly 72 percent of all portable sets were in regular use. Of the millions of people who frequented public play areas 44.2 percent of all groups were accompanied by radio. It is significant to note, too, that these portables received the greatest play—74.5 percent—on weekends. On the weekdays the average was 71 percent. Two potent factors can be effectively incorporated into the sales story used in soliciting weekend business: (1) delivery of a large audience, and (2) economy. Many station rate cards offer substantial savings to advertisers buying radio seven days across the board. • • •

# report from representatives



## Pellegrin Urges Greater Market Data; NBC Spot's Honolulu Report

The importance of developing adequate market data to influence agency buying decisions was highlighted by Frank E. Pellegrin, partner and vice president of H-R Representatives Inc., in a recent talk to station and ad men at the Advertising Club of Chicago.

Mr. Pellegrin took up the challenge of ratings.

What the timebuyers really want from stations, he said, is "accurate, current, reliable information. They want it . . . about everything that has to do with your station, market, audience, programs, advertisers, results, personalities, merchandising, promotion, publicity, coverage, facilities, rates—and anything else that will contribute to their knowledge and their ability to make a more intelligent buy for their clients.



Frank Pellegrin, H-R v. p.

"Put yourself in the timebuyer's seat," Mr. Pellegrin said. "He is spending a very large and important sum of money for exacting clients. No conscientious timebuyer is going to spend that client's money on blue sky, or base his buying decisions on intuition or hunches.

"He has to have facts. If you don't give him your facts, he will quite naturally and understandably rely on rat-

ings . . . ratings properly and intelligently applied, if you give him the rest of the story—the additional facts which can put some flesh on the rating bones and present a complete and wholesome buying picture."

Mr. Pellegrin reminded the station men that a timebuyer must have complete information about a station on which to decide the best way of buying it for his client. If he can get it nowhere else, "he very naturally will tend to rely on audience ratings.

"Too many timebuyers have bought too many schedules on the basis of ratings alone," Mr. Pellegrin claimed. "Ratings are the most abused and most misused tools of our trade. But the fault lies . . . greatly with those stations who have failed to give these buyers the complete information on which more intelligent buying decisions could be based."

### NBC Spot Market Report

NBC Spot Sales has issued its seventh market data book, a study of the fast-growing Honolulu area.

The report points out that the area's total population has increased 20 percent since 1950. Effective buying income of the Hawaiian territory is \$905,809,000, with total retail sales of \$478,740,000.

The market study also contains an analysis of the working hours of civilian employees of the armed forces, workers on sugar plantations and in the pineapple industry, stevedores, telephone and electrical workers. It also includes lists of the leading drug, grocery and department stores in Hawaii.

Market data books already issued by NBC Spot Sales include research on Cleveland, O.; Seattle, Wash.; Washington, D. C.; Miami, Fla.; Louisville, Ky., and Denver, Colo. • • •



**TO COVERAGE**—is the KOA-RADIO Route that takes your advertising message throughout the entire Western Market — reaching cities and towns, farms and ranches in 302 counties of 12 states!

**TO SALES** — is the KOA-RADIO Route — the West's best way to sell your product to over 4 million potential customers!

**GET ON — STAY ON' — KOA-RADIO!** It's the only station you need to route your product *directly* to the entire, rich Western Market. (*"most advertisers do!"*)

Represented nationally by Henry I. Christal Co., Inc.



**KOA Radio**  
DENVER U.S.R. 2/50  
One of America's great radio stations  
50,000 watts 850 Kc

**Both Hooper and Pulse Prove**

# WEBC

**Leads ALL DAY in  
Duluth and Superior**

<b>MORNING</b>		Share of Audience
HOOPER	50.9%	
PULSE	42%	
Share of Audience	<b>AFTERNOON</b>	
	HOOPER	52.5%
	PULSE	46%
<b>EVENING</b>		Share of Audience
PULSE	42%	

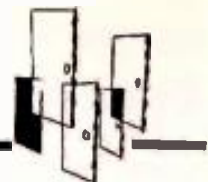
**SHARE OF AUDIENCE**

'54 '55 '56 '57 '58

**SEE YOUR HOLLINGBERY MAN  
In Minneapolis See Bill Hurley**



## report from agencies



**PEOPLE ARE TALKING . . . . .**

At bridge clubs and everywhere about WREN'S mobile news coverage. It's one of many reasons WREN delivers 12 per cent of all Topeka homes every single day. And WREN delivers the Topeka market at a sensible rate. It's a market worth having . . . one that grows by leaps and bounds. Let your George P. Hollingsbery man show you why WREN is your best Topeka buy.

5000 Watts • Topeka, Kansas

**WREN**

### Radio Scores Biggest Year at Ayer in Decade

N. W. Ayer & Son Inc., Philadelphia, Pa., bought more radio in 1957 than in any year since the advent of television a decade ago, according to chief time-buyer, George McCoy, who expects the upward trend to continue in 1958.

Among the Ayer accounts who report a heavy swing to radio in 1958 are Philip Morris and Whitman's Chocolates, who are devoting 20 percent and 35 percent of their advertising budgets, respectively, to radio. Other accounts that have increased their radio spending include Plymouth, United Air Lines and Johnson & Johnson.

According to Mr. McCoy, who is in Ayer's New York office, "Most agencies always realized the value of radio. When tv was new, however, many advertisers decided to pour most of their budgets into television, and consequently had very little money left over for radio.

"A couple of years ago some of the big soap companies broke the ice by going back into radio, and other clients have followed suit.

"We expect to use radio extensively this year," Mr. McCoy states, "and will be buying spot and network participations."

Partly as a result of Ayer's increased use of radio and partly because of the growing trend towards transcribed commercials at the agency, radio production in 1957 was four times what it was in 1955, according to Raymond Girardin, head of the radio production department.

"The big jump came between 1955 and 1956," Mr. Girardin explains. "The dollar volume in the production department in 1956 was two and a half times that of 1955. In 1957 it was practically double 1956's total.

"This includes the cost of studio time, and talent, but of course excludes air time costs, shipping and pressing," he says.

Mr. Girardin estimates that production expenditures jumped from \$83,000

in 1955 to \$177,000 in 1956. The figures for 1957 are as yet unavailable.

In the last two years Mr. Girardin has noted a sharp rise in the use of transcribed commercials in general, and musical commercials in particular.

"In 1955, we had two jingles on the air, and in 1957 aired around 35. Several years ago a large percentage of commercials was done live by the local announcer. Now a majority are transcribed, and most of those use music in one way or another.

"The trend toward pre-transcribing will continue," Mr. Girardin says, "because you can get better production quality and greater control over your message.

"Music, whether by itself or in conjunction with a sales message delivered by a local personality or an announcer, is here to stay," Mr. Girardin states, "because it sells effectively and entertainingly.

Mr. Girardin points out that in 1955, 17 clients were using transcribed commercials, mostly music. In 1956, 27 clients employed recorded commercials, and the 1957 figure was still higher.

"One of those clients," says Mr. Girardin, "is the Whitman candy company, which has an unusual radio success story. Whitman's had relied heavily on print since 1899, had used television with some success, but had never been in radio.

"When the account came to Ayer, the agency advised testing spot radio. According to the pamphlet issued by the Radio Advertising Bureau," Mr. Girardin states, "sales in 1956 in the three test cities used were substantially better than the national average. In Phoenix, Ariz., sales were up 12 percent; in Dayton, O., they rose 17 percent; in Mobile, Ala., sales climbed 11 percent in a six-month period."

As a result of these tests Whitman's has gone into radio for the first time in 1957-58 in at least 63 major markets. . . .

**Mr. Advertiser: DON'T LOOK DOWN ON SOMETHING YOU HAVEN'T LOOKED UP!**

**SPECIALIZED NEGRO PROGRAMMING**

With 100% Negro programming personnel, KPRS is effectively directing the buying habits of its vast, faithful audience. Your sales message wastes neither time nor money in reaching the heart of its "preferred" market. Buying time on KPRS is like buying the only radio station in a community of 127,600 active prospects.

1,000 W. 1590 KC.  
**KPRS**  
KANSAS CITY, MISSOURI

For availabilities call Humboldt 3-3100

Represented Nationally by—  
John E. Pearson Company

# report from networks



## Dundes on '57 Gains; NBC 'Schools' Results; New Sales, Affiliates

"Today is the day of radio's greatest glory," Jules Dundes, vice president for CBS Radio, told members of the San Francisco Advertising Club late last month.

Mr. Dundes pointed to the fact that the 15 biggest users of network radio in the peak year of 1948—Procter & Gamble, Sterling Drug, General Mills, General Foods, Gillette, Miles Labs, American Tobacco, Lever Brothers, Liggett & Myers, American Home Products, Colgate-Palmolive, R. J. Reynolds, Philip Morris, Swift & Co. and General Electric—had, with only one exception, used radio in 1957.

He added that two of the "giants among the giants in American industry," Ford and General Motors, not important in network radio in 1948, are strong users today.

"Your customers," he told the ad men, "turn [radio] on in the morning, in the afternoon, in the evening . . . on weekdays, on weekends. During the middle of the night, too. And every time they do, you are presented with an opportunity seldom accorded a man with something to sell. You are invited in."

CBS Radio has added \$500,000 in new network sales with contracts from Kiplinger's *Changing Times* magazine, Charles Pfizer & Co. for Candettes, *Good Housekeeping* magazine and Dodge Division of Chrysler Corp.

### NBC School Project

In his report on the achievements of the NBC owned stations' "Know Your Schools" project, Thomas B. McFadden, owned stations vice president, reveals that public attention was focused on the schools by a total of 800 million audience impressions. They resulted, he says, from 200 hours of programs and 3,000 public service announcements valued at an estimated \$1 million.

On the business side, 18 new sales and three renewals totalling \$3,793,748 in net revenue, were announced by Matthew

J. Culligan, vice president of the NBC Radio network.

Bristol-Myers Co. placed a 52-week renewal for *News On The Hour*, and the Sun Oil Co. renewed sponsorship of *Three Star Extra* for 26 weeks.

Among new orders were: Amity Leather Products, Heller Sperry Inc., Andrew Jergens Co., the *Journal of Lifetime Living*, Highgrade Food Products, Mail Pouch Tobacco, *McCall's* magazine, Ship 'n Shore Blouses, 20th Century Fox, United Insurance Co. of America. (For other sponsors see *Report from Networks*, Jan. 1958.)

### New Mutual Features

Mutual is now broadcasting a block of four five-minute features in the 10:40-11 a.m. (EST) time period. The shows, starring Boris Karloff, Maggi McNellis, Gayelord Hauser and Fred Robbins, are being presented as "station service" features.

Hudson Vitamin Corp., a longtime Mutual sponsor, is the first firm to order network participations in the post-midnight *Barry Gray Show*. The messages will be aired during the first hour of the midnight-to-2 a.m. (EST) program.

### ABN Business, Affiliates

ABN has signed Liggett & Meyers Tobacco Co., for L & M cigarettes, to a two-year contract for seven participations a week on the Monday-through-Friday Jim Backus and Herb Oscar Anderson shows.

Stations which became ABN affiliates in January include WCGC Charlotte, N. C., KCBC Des Moines, Ia., WAMV St. Louis, Mo., WTXL Springfield, Mass., WSRS Cleveland, O., and KOY, Phoenix, Ariz.

### Keystone Growth

The Keystone Broadcasting System reports it has added 12 new affiliates, bringing its total to 1,024. They are: KPER Gilroy, Cal., KGEN Tulare, Cal., KGRN, Grinnel, Ia., WLCK Scottsville, Ky., WABM Houlton, Me., WAGM Presque Isle, Me., WRSA Saratoga Springs, N. Y.; WMSJ Sylva, N. C., WTYN Tryon, N. C., KREL Baytown, Tex., WCWC Ripon, Wis., and KIML Gillette, Wyo. • • •

TO MEET HEAD ON  
A NEED THAT EXISTS  
IN THE RADIO FIELD  
TODAY ...

★ **U.S. RADIO**

for the buyers and sellers of  
radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- ONE YEAR \$3.00
- TWO YEARS \$5.00

WRITE CIRCULATION DEPARTMENT

**U.S. RADIO**

50 WEST 57th STREET

NEW YORK 19, NEW YORK

The BEST Coverage  
of the  
Colorado Market  
at the LOWEST Cost

## Colorado NETWORK

National Rep. Bolling Co., Inc.

KVOD, Denver, 5000 watts, 630 k.c. ABN  
KUBC, Montrose-Delta, 5000 watts, 580 k.c.  
KSLV, Monte Vista, 250 watts, 1240 k.c.  
KRAI, Craig, 1000 watts, 550 k.c.



## KFAL RADIO

FULTON, MISSOURI

Prime radio service to  
four principal cities  
of Central Missouri.

- FULTON
- MEXICO
- COLUMBIA
- JEFFERSON CITY

With a total of 46,000 Households in the SIX County local area daytime coverage of KFAL.

Highest daily Day-Radio average circulation in Central Missouri's 23 county area per NCS#2.

Excellent avails in most time periods.

Contact—  
INDIE SALES, INC.  
or

KFAL RADIO Tel: 1400  
Fulton, Missouri  
900 Kilocycles 1000 Watts

## report from Canada



### International Surveys Uses Diary Method In Measuring Audience

(This is the third in a series on major Canadian rating systems.)

International Surveys Ltd. measures the extent and characteristics of the Canadian radio audience through a continuous radio panel-diary technique. The panel consists of 2,000 families or 8,700 individuals, with a turnover rate of approximately 10 percent a year. This carefully selected group keeps a written diary of programs listened to for one week out of every month.

Paul Haynes, president of International Surveys since its inception in 1944, explains what he believes are his system's major selling points:

- Its monthly reports provide projectible ratings for all network and selective radio, because the panel sample is representative of the total family population of Canada.
- The firm distributes quarterly breakdowns of the characteristics of the listening audience by education, age of housewife, presence of children and economic status. This enables the advertiser to determine the extent and type of audience listening to a particular program.
- The panel provides the facts needed to determine the cost per radio home delivered, so that the sponsor may compare the cost of radio with other media.
- International Surveys attempts to measure the effectiveness of a program in producing sales and the extent to which a program covers the market for any product. This is done through another panel, the Consumer Panel of Canada. Mr. Haynes claims that by correlating the results of the two panels, composed of the same families, his firm is able to determine the number of listeners who actually use the product of a particular sponsor.
- The Radio Panel of Canada also provides material for the following qualitative analyses, Mr. Haynes points out:
  - Program duplication—for advertisers with two or more programs this analysis measures combined, unduplicated audi-



Paul Haynes, president.

ences as well as the degree to which programs duplicate the coverage.

Audience flow—the movement of the audience from program to program is measured.

Cumulative audience—the number of new families added by each broadcast.

Frequency of listening—to determine what proportion of the audience listens to a program how many times for a given period.

Internal program audience fluctuations—the ebb and flow of audience size during a program by specific time periods.

Audience turnover—the ratio between the number of net families who listened one or more times and the number of average listenings to any program.

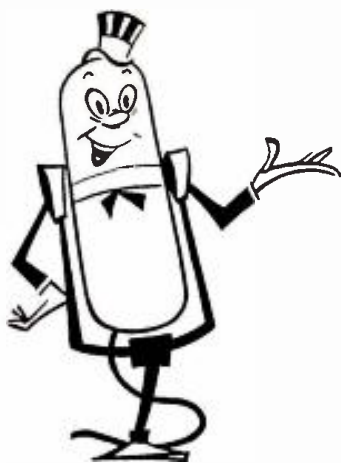
The subscriber to International Surveys receives three types of reports. The monthly report contains all network and certain selective radio programs.

The quarterly report deals with the characteristics of the audience, and the sets-in-use report measures the percent of radio homes in use for each half-hour period of the day.

Data is collected by means of a diary, which covers time from 6 a.m. to midnight each day for a seven-day week. Each hour is divided into 15-minute intervals.

Panel families are put through a three-month training period during which their results are not tabulated, but are checked for errors in recording technique. • • •





# U.S. RADIO...

*the monthly magazine for buyers  
and sellers of radio advertising*

It has been predicted that "In 1962 radio alone will be doing \$1.4 billion . . . double the current figure."

Radio is the mass medium to reach the whole of America.

U. S. RADIO stands ready to fill the needs of advertisers in their use of radio. An analytical and idea magazine for buyers and sellers of radio advertising, U. S. RADIO devotes its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the whys and hows in the successful use of all radio, are supplemented by regular departments presenting in concise form the news and trends of the radio industry.

**The Only Magazine Devoted 100% To Radio Advertising**

**To Receive  
U.S. RADIO  
Regularly  
Each Month,  
Mail In This  
Form, NOW!**

## **U.S. RADIO**

SUBSCRIPTION

50 West 57th Street  
New York 19, N. Y.

Please see that I receive **U.S. RADIO**

1 YEAR \$3  2 YEARS \$5

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Type of Business \_\_\_\_\_

Company or

Home Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

PLEASE BILL

PAYMENT ENCLOSED

of car—new and old. As a consequence, Mr. Riker reports that three auto companies are close to signing for the monthly reports.

In an effort to find out when America's cars are on the road, Mutual Broadcasting System went to certain turnpike authorities to get a percentage revenue breakdown by hours for an average day.

The returns from the West Virginia Turnpike, the Oklahoma

Turnpike, New Jersey's Garden State Parkway and the Kansas Turnpike indicate that the car audience potential is there 24 hours a day. MBS reports that 10.3 percent of the 88-mile West Virginia Turnpike's revenue is derived from the hours of 6 p.m. to 4 a.m. Breaking this down a little further, the figures show that 29.4 percent of the total revenue is received during the hours of 6 p.m. to midnight, and 10.9 percent from midnight to 1 a.m. These are hours when we normally think of people

either being at home and/or sleeping.

For the Oklahoma Turnpike, revenue taken in during the hours from 6 p.m. to 4 a.m. accounts for 34.24 percent of the total income for the day. And for the Garden State Parkway, these hours account for 37.5 percent of the day's total revenue.

MBS states that the Kansas Turnpike Authority reports the work shift between 2 and 10 p.m. as the heaviest for passenger traffic, accounting for more than 50 percent of the turnpike's total traffic.

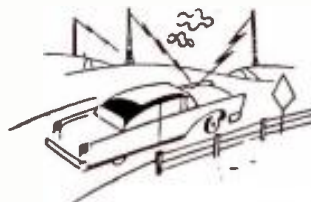
Mutual puts the following interpretation on this information:

"These figures are far from conclusive. But they do show one thing—that this is truly a mobile America and that it is foolhardy to accept as axiomatic the checking of a few thousand home sets as the yardstick to determine radio listening. . . . We know that goodly percentages of these homes are empty. Their owners and residents are on the highways."

#### Attentive Drivers

The question of whether people in their cars listen and to what extent are they attentive was explored by CBS in a report they issued a couple of seasons back. The survey was conducted by Advertest Research and was called "Do They Listen?" The interviews, held on the New Jersey Turnpike on two successive Sunday evenings, showed that not only do people listen, but they remember what they heard. Of the cars tuned to CBS programming (23.1 rating), more than 75 percent could repeat substantial portions of the sponsor's commercials.

#### Which Station?



#### Which Program?

Unless the Pulse exact methodology—which received an award by the American Marketing Association—is used, unidentified "extra" listening is more confusing than helpful, if not pinned down to the exact station, program, and related to the family base of homes.

**Give it-Sell!**

KOSI · KOBY  
turn over products  
not audience

**BOTH RADIO STATIONS**  
No. 1 in HOOPER & PULSE  
6 am-6 pm average share  
KOBY No. 1 in NIELSEN  
6 am-9 pm average share

SEE PETRY  
for the  
"bear facts"

**KOSI · KOBY**  
DENVER SAN FRANCISCO  
Mid-America Broadcasting Company

The car listening factor for a program like *Monitor*, which is aimed at people who are doing things on the weekend, is substantial. NBC estimates that the car factor for the total *Monitor* audience during various parts of the year is as follows: summer, 40 to 45 percent; spring and fall, 35 to 40 percent, and winter, 30 percent.

### Out-of-Home Radio

The extent to which car listening is part of the total radio audience was discovered several years ago by the Alfred Politz research organization in its work for the Henry I. Christal stations. The first study, "The Importance of Radio in Television Areas," was done in late 1952 and early 1953. And at that early time, the study showed that for certain periods of the day, 25 percent of the radio audience is out-of-home, with car listening accounting for 16 percent of the total, for the between breakfast and lunch audience. A survey completed last year by Politz for the Christal firm is expected to be released soon and reportedly will

show car radio as an even more substantial chunk of total listening.

An updating of earlier findings was done last year in the 52-county upstate New York area for four Christal stations—WBEN Buffalo, WHAM Rochester, WGY Schenectady and WSYR Syracuse. The survey showed that car listening can account for 21.3 percent of the total audience at certain times of the day. And during such at-home hours as 10 to 12 p.m., car listening accounts for 16.3 percent.

Among the many things that stations are doing locally to measure the car radio factor is seen at WCCO Minneapolis, Minn. This station has developed traffic flow charts for each of three years (1954, 1955 and 1957). By doing this, WCCO is able to determine peak traffic hours as well as increases in the number of cars in use from year to year.

It is perhaps significant that from March 1954 to March 1957 there was little change in the overall pattern of traffic flow, while the total number of cars in use expanded greatly. For example, the peak weekday

hours of 7 to 8 a.m. in the morning and 1 to 6 p.m. in the evening remains relatively unchanged from 1954 to 1957.

But during these years, the number of cars on the road in WCCO's area has grown noticeably. In 1954, peak weekday traffic was about 58,000 cars, compared with more than 64,000 for 1957.

Another station, WTTM Trenton, N. J., examined its area's traffic flow and found that there were more breadwinners travelling to and from work between midnight and 1 a.m. than between 7 and 8 a.m.

The station conceded that peak travel hours are between 8 and 9 a.m., and secondly 5 to 6 p.m. But according to Fred E. Walker, general manager, "The important point is that between 11 p.m. and 1 a.m. . . . agencies and advertisers have a . . . traffic period equal to the flow from 6 to 8 a.m."

As demonstrated by the great national and local research activity, auto listening across the country is proving that radio is an around-the-clock medium. • • •

## NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS RADIO • TELEVISION • NEWSPAPER

# THE INDUSTRY'S LARGEST\* NATIONAL MEDIA BROKERAGE FIRM presents these outstanding investments

EASTERN	CENTRAL	MIDWEST	SOUTH	SOUTHWEST	WEST
NEW ENGLAND INDEPENDENT	NETWORK FULLTIME	1,000 WATT DAYTIMER	MAJOR FULLTIME	WEST TEXAS INDEPENDENT	NETWORK AM-TV
\$130,000	\$40,000	\$40,000	\$300,000	\$150,000	\$1,350,000
Single station. Solid economy plus new government spending. Profitable. Terms.	Station serves tremendous retail sales area. High fixed assets. Liberal financing.	Located in the heart of a sportsman's paradise. Ideal for owner-operator. \$17,000 down.	A new and excellent facility in the South's major market. Unlimited potential. Some financing.	Fulltime 100-watter in semi-major market. Booming market based on oil, gas and agriculture. Attractive terms.	This is an excellent facility located in a good growth market. Network affiliate. Terms.
WASHINGTON, D. C.	CLEVELAND	CHICAGO, ILL.	ATLANTA, GA.	DALLAS, TEX.	SAN FRANCISCO
Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	Jackson B. Maurer 2414 Terminal Tower TO 1-6727	Ray V. Hamilton Barney Ogle Tribune Tower DE 7-2754	Jack L. Barton 1515 Healey Bldg. JA 3-3431	Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	W. R. (Ike) Twining 111 Sutter St. EX 2-5671

\* Largest radio-television sales volume in our field.

Call your nearest office of  
**HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES**



TO  
MEET  
HEAD  
ON  
A NEED  
THAT  
EXISTS  
IN  
THE  
RADIO  
FIELD  
TODAY



## \* U.S. RADIO

for the buyers and sellers of  
radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- ONE YEAR \$3.00
- TWO YEARS \$5.00

WRITE CIRCULATION DEPARTMENT

**U.S. RADIO**

50 WEST 57th STREET

NEW YORK 19, NEW YORK

## radio ratings



### Special Pulse Report

### On Network Ratings

### Has New Listener Data

The latest Pulse network rating report includes data never before issued in this type of service, according to the ratings firm. The new monthly survey is aimed at the needs of the advertiser, and its principal findings are:

- The peak weekday radio listening time in all four time zones is between 8 and 8:30 a.m. for homes using radio.
- News is the single largest program item, amounting to 150 out of more than 350 programs listed.
- The peak hours for listeners-per-set-in-use are 8 a.m. and 7 p.m. for Monday through Friday.

For homes using radio on Saturdays, the Pacific time zone peak is between 10 and 10:30 a.m., and 11 and 11:30 a.m. in the East, Central and Mountain zones. The greatest variance, however, is on Sundays when in the East and Central zones the peak audience is from 4:15 to 4:45 p.m. In the Mountain area it is between 2-2:30 p.m., and for the Pacific zone it is between 1:30 and 2 p.m.

For listeners-per-sets-in-use the top nighttime hours are 7, 8 and 9 p.m. for weekdays. On Saturdays the audience peak is at 12:30 p.m., and on Sundays at 5 p.m.

In addition to the customary ratings, Pulse states that this report includes:

- In-and-out-of-home listening.
- Definitive audience composition data on each program.
- The name of each market airing the program.

Charts for the homes-using-radio are divided by quarter hours in each of the four time zones.

The program rating report is based on more than 18.5 million radio homes in the top 26 metropolitan areas, and is tabulated from 6 a.m. to midnight for Monday through Friday, and for Saturday and Sunday. Only programs broadcast in at least 10 of the 26 markets are reported.

These markets are Atlanta, Ga.; Baltimore, Md.; Boston; Buffalo, N. Y.; Chicago; Cincinnati, O.; Cleveland, O.; Dallas, Tex.; Denver, Colo.; Detroit;



Dr. Sydney Roslow, president

Houston, Tex.; Kansas City, Mo.; Los Angeles; Miami, Fla.; Milwaukee, Wis.; Minneapolis-St. Paul, Minn.; New Orleans, La.; New York; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; San Diego, Cal.; San Francisco; St. Louis, Mo.; Seattle, Wash., and Washington, D. C.

In addition to its new network ratings, Pulse has announced the opening of a new branch office in Chicago to service clients in the midwest area.

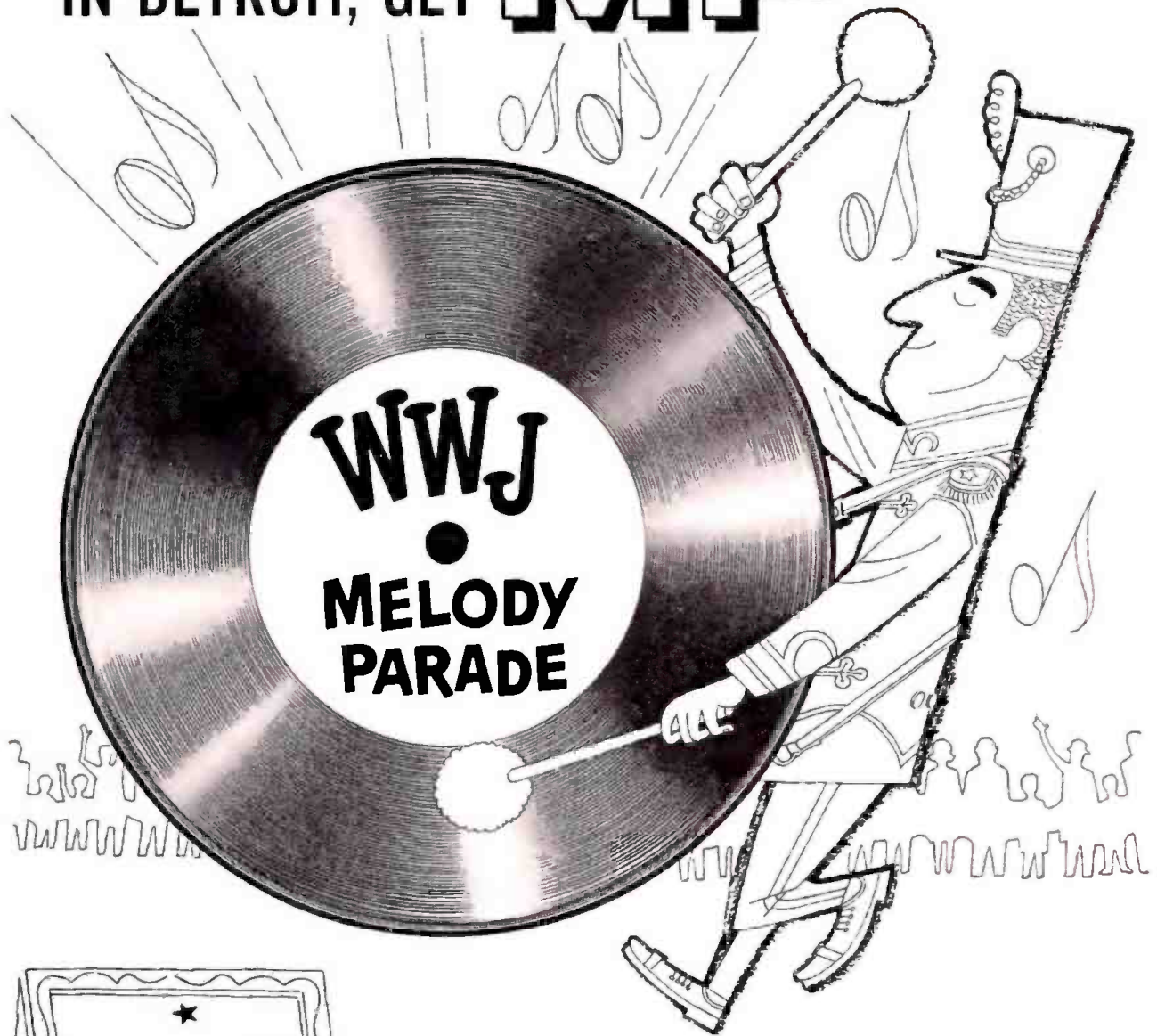
Dr. Sydney Roslow, president, has named George Herro as director of the new division. Mr. Herro was formerly an account executive with the Mutual Broadcasting System in Chicago.

### Nielsen Expansion

The A. C. Nielsen Co. is now established in 11 different countries, exceeds \$20 million in service volume a year and employs a world-wide staff of more than 3,300 persons, according to its president, A. C. Nielsen Jr.

He also reveals plans for the construction of another floor which will add 11,000 square feet to the Nielsen Building in Chicago. The new addition, he states, will include private office space for client service and administrative personnel of both the broadcast and food-drug divisions, as well as larger quarters for the broadcast division's report production department. • • •

IN DETROIT, GET **MP**



★
HUGH ROBERTS 6:00-9:00 A.M.
★
JIM WOOD 11:00 A.M.-12 N.
★
BOB MAXWELL 12:15-2:00 P.M. 6:30-7:30 P.M.
★
JIM DELAND 4:00-6:00 P.M.
★

reaches **MORE PEOPLE**  
 moves **MORE PRODUCTS**  
 makes **MORE PROFITS**

**WWJ RADIO** AM and FM

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**  
 NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

# names and faces



Noting the Changes Among

The People of the Industry

## STATIONS

CHARLES L. MURN, formerly sales manager, elected to the board of directors and appointed station manager of WOKO Albany, N. Y.

R. MORRIS PIERCE promoted to vice president and general manager and REID G. CHAPMAN named station manager of WANE Fort Wayne, Ind.

WILLIAM F. MALO JR., formerly president of WHAR Clarksburg, W. Va., named vice president and general manager of WCIC New Brunswick, N. J.

MEL S. BURKA, who has served as acting manager, appointed general manager of WTIP Charleston, W. Va.

NED SHERIDAN, former program manager for WPAY Portsmouth, O., appointed general manager of WAVY Portsmouth, Va. WAVY also named CLAYTON W. ELFY JR. sales manager and LEE ALLAN program manager.

JAYNE SWAIN, former assistant manager of WAKE Atlanta, Ga., named station manager.

PETER P. THEG, previously manager of WMTV Madison, Wis., appointed station manager of WILD Boston.

THOMAS WHITLEY appointed acting station manager and MICHAEL SECREST named program director of WYDI Birmingham, Ala.

DONALD F. KNOWLES, formerly sales consultant for WRKD Rockland, Me., appointed station manager of WPOR Portland, Me.

JOE KENDALL, former owner of KXLE Ellensburg, Wash., appointed manager of KEPR Kennewick, Wash.

THOMAS D. TYSON, former advertising and sales promotion manager of the J. A. Williams Co., named press, advertising, and promotion manager of WAMP and WFMP Pittsburgh, Pa.

MERRIE LYNN JUNKIN, recently women's director of K'OD Denver, Colo., named director of promotion for K'LN Denver. DAN DAVIS has joined the sales staff.

WILLIAM DEAN, former division sales manager for A. S. Aloe Co. of St. Louis, Mo., has joined KMOX St. Louis as account executive.

ALDEN L. OLSON has joined KRHM (FM) Los Angeles as account executive. He was formerly in the Los Angeles sales office of the *Hall Street Journal*.

## AGENCIES

J. A. H. REHM, formerly executive vice president and treasurer, elected president of Paris & Peart Inc. He continues as treasurer. Also GEORGE M. GLELAND and WILLIAM F. JAMES elected senior vice presidents. ROBERT METZ has joined the agency as account executive.

ARTHUR DECKER, formerly senior vice president of the Buchen Co., appointed senior vice president of Donahue & Coe and general manager of the Chicago office.

RICHARD LOCKMAN, vice president and director, appointed general manager of Emil Mogul Co. Inc., New York.

BERNARD KRAMER, account supervisor, and ALFRED PAUL BERGER, copy chief, elected vice presidents.

M. EARLE McDONALD, account executive for WRVA Richmond, Va., promoted to Richmond sales manager.

CURTIS PRIOR, merchandise manager for WRC Washington, D. C., promoted to account executive.

CARLETON SIECK, assistant general sales manager for KNX Los Angeles and the CBS Radio Pacific Network since 1956, named eastern sales representative for KNX-CRPN.

## NETWORKS

EDWARD STANLEY appointed director of public affairs for NBC. He was formerly manager of public service programs.

## REPRESENTATIVES

MORTON A. BARRETT, salesman with The Bolling Co. since 1953, appointed secretary and director of sales development. TED VAN FRK, former special agent of the FBI in New York, succeeds him.

FREDERICK G. NEUBERTH JR. promoted to the newly created post of director of radio research by Avery-Knodel Inc.

ROBERT V. MEANY, formerly with BBDO's research department, named presentations director and MARTIN GOLDBERG promoted to audience and market analysis director of H-R Representatives Inc.

ROBERT J. LOBDELL, recently with Weed & Co., has joined Adam Young Inc. as a radio salesman.

ROBERT ROSS TORLORICH has joined the Chicago sales staff of the John E. Pearson Co., replacing FRANK FROST, named manager of the new Des Moines, Ia., office.

GEORGE ARNOLD named manager of sales development and FULTON WILKINS named account executive for CBS Radio Spot Sales. Also SAM B. SCHNEIDER named account executive in Chicago.

## INDUSTRY-WIDE

WARREN J. BOOROM, formerly RAB promotion manager, promoted to director of member service. Also promoted by RAB: CARL J. RAYMOND and ROBERT F. NIMS to regional managers in the member service department.

ROBERT D. LINDSEY named director of the BBDO research department in New York; EDWARD C. FLERI JR. named supervisor of spot radio and tv buying, and JOHN J. VINCE appointed vice president and Toronto office copy director by BBDO.

STANLEY D. CANTER, director of research at Ogilvy, Benson & Mather Inc., New York, appointed a vice president. SAMUEL FREY has joined the agency as vice president and director of media. He was formerly director of media of the Colgate-Palmolive Co.

JOE McDONOUGH, creative group head, elected a vice president of Cunningham & Walsh Inc., New York.



Decker



Tyson



McDonough



Frey



Whitley



Pierce



Burka



Lockman



# How your truth dollars help keep the Reds in the red

- The truth dollars you give to Radio Free Europe help keep truth on the air behind the Iron Curtain.



And the truth is an enormously disruptive force to the Reds. For it keeps their captive people thinking . . . wondering . . . and less than completely dominated. The truth keeps needling the Reds. Breaks through their monopoly of lies. Keeps them unsure. Off balance. And thus the truth keeps up to forty fully armed Red divisions tied up policing Russia's satellite countries. Forty divisions, mind you, that might otherwise be put to more aggressive use elsewhere . . . and who knows where?

Your truth dollars keep the 29 super-

powered transmitters of the Radio Free Europe network on the air . . . broadcasting the truth behind the Iron Curtain . . . every hour of every day.

Why *your* truth dollars?

Because Radio Free Europe is a private, non-profit organization supported by the voluntary contributions of American business and the American people. And *your* dollars are urgently needed to keep it on the air . . . to help operate its transmitters, pay for its equipment and supplies, and its scores of announcers and news analysts in 5 languages.

Help keep the Reds in the red. Send your truth dollars to Crusade for Freedom, care of your local postmaster.

***FREEDOM IS NOT FREE!***

***Your Dollars Are Needed To Keep Radio Free Europe On The Air***

SEND YOUR TRUTH DOLLARS TO  
**CRUSADE for FREEDOM**  
CARE OF YOUR LOCAL POSTMASTER



## EDITORIAL



# ... the 24-hour audience

### CAR LISTENERSHIP

If ever there was proof that more adequate measurement of radio's total audience is needed, it is in the examination of existing data on car radio listening.

Present information indicates that the auto audience is a giant in its own right. There are almost as many car sets in use as there are television sets. In addition, car radio tune-in during the late evening hours, supposedly non-traffic hours, shows that even at slack times the car listening audience is higher than the circulation of many weekly consumer magazines.

What is needed is more detailed research that will pinpoint the present data which indicates that car radio is a potent segment of the total radio audience.

The sound medium, of course, is primarily an in-home vehicle. But to evaluate radio fully, the dimension of out-of-home listening must be considered.

The largest segment of out-of-home listening is through car radios. It is estimated that about 36.5 million auto sets are in use (see *Car Radio*, p. 15). With this kind of coverage an advertiser can reach more than 65 percent of the nation's households.

### THE REAL IMPACT

But the important fact for an advertiser is that these car sets are not only available but they are being turned on. Present research shows that during normally heavy driving hours, the car audience can account for between 25 and 50 percent of the total radio audience. At certain peak times of the year, this figure can be as high as 55 percent.

The need for important data again becomes clear when examining the 24-hour nature of the radio audience. Revenue figures from turnpike authorities show that people are on the move in their cars all day and night. The car audience has indeed enhanced the around-the-clock dimension of the sound medium.

The actual figures of sets turned on during certain times of the day tell the story. A conservative estimate would place almost six million car radios tuned in during heavy driving hours.

But even during supposedly non-traffic hours the number of car radios turned on across the country at the same time is considerable. In post-dinner hours, for example, there are an estimated 1.5 million car sets in use.

The facts on hand truly indicate that the radio audience is everywhere, all the time. Greater evidence will prove this even more effectively.

### BIG YEAR IN RADIO SET SALES

One of the most convincing factual testimonials to listener interest in today's radio is found in data on radio production and sales in 1957. According to the Electronics Industries Association, total 1957 radio production amounted to 15.4 million units, and total sales last year came to 9.7 million (see *Airwaves*, p. 3).

EIA reports that 1957 was the biggest year in radio sales since 1948 and the sixth highest since 1922, the year commercial radio began.

This growing demand for radio sets, both the in-home and out-of-home varieties, points up radio's dominant role.

When people walk into a store and pay for a radio set it is strong evidence of listenership—and, according to receiver sales, listenership in greater and greater numbers.



Here's what happened in St. Louis when a dynamic team of young Balaban Radio Executives, took over the reigns of WIL, the oldest commercial radio station in St. Louis now in its 37th year of community service.

# INSTANTANEOUS COMBUSTION

- \* It was instantaneous! That's the way St. Louis accepted wonderful WIL radio. The first 30 days brought an unprecedented, 30,000 pieces of mail. (Ask our mailmen!)
- \* Advertisers and advertising agencies re-acted instantaneously, too. They made Jan. '58 the biggest new business month in this station's 37 year history. (List of "blue chip" sponsors available on request.)
- \* WIL is setting this great midwestern market on fire. (The Fire Captain said . . . "it was INSTANTANEOUS COMBUSTION!")
- \* Get hot with wonderful WIL radio . . . with bright happy personalities . . . enjoyable music . . . complete news . . . 24-hours a day. For instantaneous action call John Box or your Adam Young man.

Sell St. Louis with the  
"hottest" station in the midwest...

**WONDERFUL**  
JOHN F. BOX, JR.  
Executive Vice-President



**ST. LOUIS, MO.**  
Sold Nationally By  
ADAM YOUNG, INC.

ONE OF THE BALABAN STATIONS . . . IN TEMPO WITH THE TIMES

Copyright 1958 The Balaban Stations





*NEW YORK'S FASTEST GROWING RADIO STATION*

**W I N S**

. . . announces the appointment of . . .

**THE KATZ AGENCY, INC.**

as National Advertising Representatives



EFFECTIVE MARCH 1, 1958